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THE NATIONAL NEWSPAPER OF MARKETING

Compromise in Sight . . .

Senate Softens Defense Appropriations Ad-Ban Rider; Itemizes Allowable Ads

New Proposal Will Now Be Discussed by Members of House, Senate Units

WASHINGTON, Aug. 3—The rhubarb over the advertising activity of defense contractors was heading toward a compromise settlement today, after the Senate approved legislation which itemizes the kinds of advertising the Defense Department can pay for, and the kinds that must be paid from the contractor's own pocket.

The more carefully thought out Senate proposal now goes to a conference with representatives of the House appropriations committee who previously approved a complete blackout of defense advertising. The Defense Department is expected to give its support to the Senate version.

The controversy arose after the House appropriations committee tacked a rider on the Defense Department appropriation specifying that "no part of the funds appropriated herein shall be available for paying the costs of advertising by any defense contractor, and such costs shall not be considered a part of any defense contract cost" (AA, June 26).

▪ Resolution of the advertising problem was worked out in the Senate appropriations committee in the same bill that approves President Kennedy's special program for the defense of Berlin. Reportedly, the senators, who had been thoroughly briefed on the problem by representatives of various publishing associations, and other organizations, spent nearly a fourth of their closed door committee meeting discussing the advertising legislation.

In the Senate version, specific language has been added to emphasize that Congress has no intention of interfering with advertising which the defense contrac-

(Continued on Page 101)

Smith-Corona Names BBDO to Handle $2,000,000 Account

NEW YORK, Aug. 3—Smith-Corona Marchant this week named Batten, Barton, Durstine & Osborn to handle its nearly-$2,000,000 advertising account, effective immediately. BBDO succeeds Cunningham & Walsh, which lost the business in mid-June after 26 years.

Seven agencies were invited to make presentations, according to Leslie C. Overlock, vp and director of marketing, after "some thorough screening" of 20 shops. Of the seven, four accepted. Besides BBDO, whose 1960 billings were $232,500,000, they included agencies handling volumes of $16,000,000, $40,000,000 and $70,000,000.

The three other agencies were "given serious consideration" and "went down to the wire." Some weeding, however, was done on the basis of "serious product conflicts." McCann-Erickson, agency for National Cash Register, report-

(Continued on Page 103)

Broadcast Symposium at Northwestern . . .

Minow, Collins Agree FCC Has Right to Use Programming as Renewal Guide

Pierson, Jaffe Condemn FCC Programming Move as Government Censorship

CHICAGO, Aug. 4—FCC Chairman Newton Minow and NAB President LeRoy Collins got up to debate some touchy issues which have flared up between the government and broadcasters in recent months, and found themselves seeing eye-to-eye on many points.

Speaking at the two-day "National Symposium on Freedom and Responsibility in Broadcasting" at the Northwestern University school of law, both gentlemen agreed on the following two points:

• FCC has a right to withhold a license from a station on the basis of "poor" programming.

• Insistence on the quality of programs broadcast by stations as a prerequisite to renewal of licenses is not censorship or in violation of the First Amendment governing freedom of speech.

▪ Interest in the symposium was fanned into life in the past few weeks because of recent FCC announcements on its proposed use of programming as a guide in license renewal. Not only has the trade press speculated on what further revelation might be made by Chairman Minow, but the general press has focused attention on the meeting in advance.

One Chicago newspaper ran a news story the day before the symposium headlined, "Minow May Throw Switch on TV Again at NU Parley." The story hinted that the FCC chairman might fire another salvo in his running battle with the broadcast industry, and cited his "wasteland" speech before the NAB convention last May and the unsuccessful proposal before Congress in June to have the commission reorganized and revitalized.

Actually, the FCC head took the occasion to reiterate the FCC's determination to focus on tv programming, and defended his policies against charges of "censorship" from the industry.

▪ NAB's Collins, however, used the occasion to propose a "summit"

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Announcing the first major tooth paste advance since fluoride... now IPANA has Hexa-Fluoride

How brushing with new Ipana helps you protect your gums as you protect your teeth

KICK-OFF—*Bristol-Myers Co. announced its new fluoride toothpaste (AA, July 31) last week with this newspaper page. Doherty, Clifford, Steers & Shenfield, New York, is the Ipana agency.*

Commerce Names Four Agencies for Tourist Push

BBDO, Interpublic, K&E, JWT Get Nod; Decision on Single Agency Deferred

WASHINGTON, Aug. 3—The Department of Commerce today designated four big advertising agencies which will be given an opportunity to take part in the early stages of the government's new tourism promotion program.

The agencies—BBDO International Inc.; Interpublic Inc.; Kenyon & Eckhardt; and J. Walter Thompson—were selected from a field of 30 advertising and public relations organizations that responded to invitations to compete for the tourism account. All four will be asked to participate in the

(Continued on Page 12)

At AA Summer Workshop . . .

Tough to Get Good Ads Okayed: Burnett

Deplores Obstacles That Result in 'Watered Down, Dull, Ineffective' Ads

(For other stories and pictures from the AA Summer Workshop see Pages 2, 3, 102, 103 and 110.)

CHICAGO, Aug. 4—Obstacles in the path of getting good advertising approved are growing, Leo Burnett, board chairman of Leo Burnett Co., charged here Wednesday.

Speaking at the fourth annual Summer Workshop on Creativity in Advertising sponsored by ADVERTISING AGE, Mr. Burnett said, "I feel they result in a great form of economic waste in advertising, and are primarily responsible for a large share of the dull, watered down, ineffective advertising appearing today."

More than 420 admen and adwomen attended the workshop, which started Aug. 1 and closed today.

Leo Burnett

Marion Harper

In the old days, Mr. Burnett said, the approval problem used to come up mostly "from a clash of judgment and wills." Today, however, an ad "is apt to be hedged in, formalized, complicated and confused by committees, lawyers, research, and over-all departmental dilution. Its individuality of content, manner, and selling power is apt to be obfuscated by the specialized services of great phalanxes of people, people who contribute importantly to the plan and the strategy, but rarely to 'The Ad' per se."

▪ Mr. Burnett divided the persons who mess up good advertising into six categories. They are:

• **The Procrastinator.** "He seems to feel that an ad improves if it is aged in mahogany and keeps it on his desk until a few hours before closing date, usually resulting in a rash of extensions and overtime charges."

• **The Organization Man.** "This fellow has adopted what has been termed 'The Mandarin Psychology' in self-perpetuation," Mr. Burnett said. "He has a nice, steady job and he intends to do it without getting in anybody's way. Upsetting the system is about the last thing he wants to do, and so he quickly rules out anything which might cause a raised eyebrow. He totally lacks 'the courage to fail.' In fact, he can't see where courage has any relation to business at all."

• **The Imitator.** "He is the one who is always waving the competitor's ad at you and saying, 'Why can't we do something like this?' As he interprets the research reports and industry sales figures, it is obvious to him that the competitor's claims must be the benefits which the customers really want.

"He cannot be convinced that an imitative campaign will only strengthen his competitor's image, while he foots the bill, and confuse his own customers. And anyway, he says, he doesn't want to copy the competitive campaign, he only

(Continued on Page 110)

Lever Moves Rinso Brands from SSC&B Back to Thompson

NEW YORK, Aug. 2—Lever Bros. has quietly shifted its Rinso brands back to J. Walter Thompson Co., its keystone agency.

The two brands—Rinso soap and Rinso Blue detergent—were moved a year ago to Sullivan, Stauffer, Colwell & Bayles in the first of a series of product reassignments (AA, July 18, '60).

Once big brands at Lever, the Rinso products are now relegated to minor roles. Neither has a significant share of market anymore. The total ad budget for the two brands probably does not exceed $1,000,000.

▪ JWT has done handsomely in the agency reshuffles made by Lever over the past year. It has added Air-Wick, Dinner-Redy, Spry and Handy Andy, plus a number of new product assignments. It is, more than ever before, the No. 1 Lever agency.

Sullivan, Stauffer also is on the plus side with Lever since it added the $4,000,000 All business earlier this year. #

Last Minute News Flashes

Knox Reeves Adds Cudahy, Seattle Packing

OMAHA, Aug. 4—Knox Reeves Advertising, Minneapolis, has been appointed to handle advertising for Cudahy Packing Co. and its subsidiary, Seattle Packing Co., Seattle. The billing for Cudahy and Seattle Packing is estimated at between $600,000 and $700,000. Bozell & Jacobs, Omaha, formerly agency for Cudahy, will continue to handle public relations. Seattle Packing had been handled by Miller, Mackay, Hoeck & Hartung, Seattle.

Potts-Woodbury Named to Handle 'True'

NEW YORK, Aug. 4—James B. Boynton, vice-president and director of advertising of Fawcett Publications Inc., announced today the appointment of Potts-Woodbury as advertising agency for *True*, effective immediately *(see earlier Fawcett story on Page 2)*. The account will be supervised by David N. Laux, vp in the New York office. *True* currently is delivering 2,500,000 circulation.

Quality Chek'd Dairy to MacFarland, Aveyard

CHICAGO, Aug. 4—MacFarland, Aveyard & Co. has been appointed advertising agency for Quality Chek'd Dairy Products Assn., La Grange, Ill. The association of 100 independently owned dairies and ice cream companies, located in 40 states, estimates the billing at $850,000. The account was previously handled by Wentzel & Fluge.

(Additional News Flashes on Page 101)

Agencies, Producers Opposed TV Nets on Sex, Violence, Senate Probers Told

Subpoenaed Ziv Files Show NBC Wanted to Beef Up Kiddy Show with Sex

WASHINGTON, Aug. 1—Advertising agencies were depicted as leagued with producers to reduce violence and sex on television shows, and networks were cast as the villains in testimony before the Senate juvenile delinquency investigators here last week. For example:

- Doyle Dane Bernbach resisted efforts to add sex to "Man and the Challenge"; McCann-Erickson protested violence in "The Untouchables"; and agencies tried to keep "Klondike" free from additional violence and following the story line of the pilot film.
- NBC and ABC were cited as attempting to increase the shows' quotient of sex and violence, and Maurice Unger, Ziv-United Artists producer, testified that the presidents of the three networks are more powerful than the seven FCC commissioners.
- Sen. Thomas Dodd (D., Conn.) reiterated a contention that FCC hasn't moved vigorously to get violence off the air.

■ Mr. Unger testified that producers often get letters telling them to hold down on sex and crime in their shows. But they later get phone calls telling them to do the very opposite.

Digging deep into Ziv files, which had been obtained under subpoena, the subcommittee staff read a series of memos which recorded negotiations between Ziv and NBC when "Man and the Challenge" was proposed in mid-1959.

According to these written archives, only stiff Ziv resistance prevented NBC from twisting "Man and the Challenge"—an industry showcase program for young people in the 1959-'60 season—so that the biggest challenge each week would have involved the stamina of the scientist-researcher hero in resisting the sexy

(Continued on Page 78)

William Werner, Longtime P&G Ad, PR Man, Retires

CINCINNATI, Aug. 3—William G. Werner, who first organized Procter & Gamble's public relations department, has retired afer 50 years with the company. Mr. Werner set up the public relations department in 1941 and served as its manager for 13 years.

William G. Werner

Prior to that he was advertising manager of P&G, from 1925 until 1940, and is credited with supervising the establishment of many of the advertising practices that P&G uses today.

Mr. Werner joined the company in 1911 as a member of the sales department. He left to serve in World War I, and returned to P&G after his tour of duty to work in sales, then advertising. In 1954 he became director of public relations and legal services and retained that position until 1959, when he began working on special assignment projects which involved coordination of those two departments.

Mr. Werner represented Procter & Gamble in more than a score of trade associations and public service groups. #

'Industrial Electronic Distribution' Is Name

In a story about *Industrial Electronic Distribution*, Boston (AA, July 31), ADVERTISING AGE incorrectly called the publication *Industrial & Electronic Distribution* due to a typographical error.

RKO General Sets Up Own Station Rep Unit

NEW YORK, Aug. 4—With RKO General having joined the radio-tv station trend toward self-representation for national spot sales, the burning question in representative circles is: Who next?

Yesterday, RKO General announced it would take over spot sales for all its stations, effective Oct. 1. This move had been expected in some quarters since March when Don Quinn left National Telefilm Associates to become national sales director for RKO. At that time Hathaway Watson, vp in charge of broadcasting, indicated there were no plans to drop the reps (AA, March 13).

Mr. Quinn's national sales organization will have offices in New York, Chicago, Los Angeles and San Francisco, with additional offices to be added later perhaps.

■ The RKO station list includes WOR (am, fm, tv), New York; WNAC (am and tv) and WRKO (fm), Boston; KHJ (am, fm, tv), Los Angeles; CKLW (am, fm, tv), Windsor-Detroit; WHBQ (am and tv), Memphis; KFRC (am and fm), San Francisco; and WGMS (am and fm), Washington.

The RKO decision was a severe blow to H-R Representatives, which has handled all these stations except CKLW (Robert E. Eastman Co.), WKLW-TV (Young Television) and WGMS (Avery-Knodel). #

Try this delicious, nutritious way to "natural" regularity!
UNCLE SAM
CEREAL
Try your first package FREE!
UNCLE SAM
Laxative CEREAL

UNCLE SAM EXPANDS—*Uncle Sam Breakfast Food Co., Omaha, is entering Chicago with its laxative breakfast food and will promote it with ads in the American and News. The Tribune will be added in September. Allen & Reynolds, Omaha, is the agency.*

'Woman's Day' to Donahue & Coe

NEW YORK, Aug. 2—The $300,000 *Woman's Day* advertising account of Fawcett Publications, which was to have left C. J. LaRoche & Co. Oct. 15, has moved to Donahue & Coe.

The switch followed an earlier report (AA, July 24) that LaRoche and Fawcett had a "disagreement" over "the direction publication advertising would take."

LaRoche also had been concentrating on *True*, another Fawcett book. But when the split became known, Fawcett indicated it might be happier with a shop for each magazine. LaRoche had worked with Fawcett a year and a half.

■ James B. Boynton, vp and director of advertising of Fawcett, said Donahue & Coe was tapped, "in a move to obtain top creative thinking and marketing know-how." He added that the estimated delivered circulation for *Woman's Day* the last quarter of 1961 will be "well over 6,100,000." The magazine recently announced a new circulation guarantee of 5,500,000, effective in January, 1962. #

Reeves Drags Ad Image Down, Freberg Asserts

Blames Bates Head for 'Damaging Appraisal' of Ads by the Public

CHICAGO, Aug. 4—The "most dangerous words in advertising are Rosser Reeves," the Ted Bates chairman is "the dean of the gastro-intestinal School of Advertising"; and Reeves advertising constitutes a "pre-medicated assault on the American public."

Ad Age Creative Workshop

These are some of the views advanced by Stan Freberg, president of Freberg Ltd., at the ADVERTISING AGE fourth annual Summer Workshop last night.

Until he read Mr. Reeves' book, "Reality in Advertising," Mr. Freberg had always assumed that the Reeves hard-sell advertising "was dull and boring accidentally," but he now understands "those fellows are actually being dull and boring on purpose! Great Bates in the morning! All those doctors in the white coats (a dramatization) deliberately inflicting their tedious copy in full knowledge of their crimes."

■ Mr. Reeves is guilty, he said, of "trying to encourage the kind of tasteless, gross, insulting advertising that in the last two years has not only seen a complete federal investigation . . . but a new damaging appraisal by the American public of the very word 'advertising'."

Mr. Freberg went on to say that the "insatiable greed" of manufacturers led to their regarding the public as "consumers," and the hard sell was born, and public resentment was created. He defended Vance Packard ("though acknowledgedly dealing in exaggeration"), and asserted that "I am sick of hearing advertising people rave about how Vance Packard exaggerated. When you consider the exaggeration that advertising has indulged in year after year, I daresay we can consider Mr. Packard, 'Mister Clean' by comparison . . . Anyhow it wasn't too long after 'The Hidden Persuaders'

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Hearst Magazines declines to disclose details of its contract with Union News ....Page 8

California Prune Advisory Board sets a stepped-up program of trade merchandising and home economics teacher education drive ....Page 14

Seagram plans biggest Christmas promotion in its history ....Page 28

Bayuk Cigars launches "Pleasure beyond price" campaign, using newspapers, radio and television ....Page 30

Schenley Distillers sets drive commemorating the unveiling of its 1,000,000th barrel of I. W. Harper ....Page 34

William Farson, exec vp of American Newspaper Guild, says seven major unions in printing and publishing are studying the possibilities of a merger ....Page 36

Nowland & Co. survey reveals that 75% of queried advertising and agency executives agree with FCC Chairman Newton Minow's contention that television is not operating as well as it should in the public interest ....Page 40

Paul S. P. Gerot, president of the Pillsbury Co., attributes the company's record sales and improved earnings in part to "controlling costs and expenses, while at the same time increasing capital investments and advertising expenditures to counter strong competition" ....Page 42

El Paso Natural Gas Co. will use two 20-page roto sections in September in nine dailies of the Pacific Northwest region to tell the story of natural gas and to sell the fuel for residential and commercial heating ....Page 46

Eli Lilly & Co. annual report on pharmacy operations shows that retail pharmacies experienced a gain in sales during 1960, but a drop in profits ....Page 48

John H. Breck Inc. will introduce a "Special Breck Shampoo Trial Offer" in magazines and on tv this month, offering a 60¢ 4-oz. bottle of Breck shampoo to which is banded a "free" 1½-oz. Breck shampoo, valued at 30¢ ....Page 53

Fred Ruegg, CBS Radio vp, invites the country's top 100 advertising agencies to put together a one-minute recording to tell listeners "the story of the increasingly important economic and social role played by American advertising" ....Page 54

Pepsi-Cola Co. appoints Robert M. Worden, formerly in charge of Teem marketing, to head the new Teem division ....Page 56

Princess Marcella Borghese sets campaign featuring ads which speak plainly and lack the glamor theme ....Page 57

Paul W. Morency, board chairman of Travelers Broadcasting Service Corp., says WTIC-TV will fight a Federal Communications Commission proposal to take Channel 3 out of Hartford ..Page 62

Ralph E. Smiley, president of Booz, Allen & Hamilton International, predicts that U.S. sales to foreign markets will reach $150 billion by 1970, almost double the $79 billion total last year ....Page 64

Stephen B. Botsford, The New Yorker president, leaves to seek more creative way of life ....Page 68

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Canada Alters Mail Rules, Rates for Foreign Publications

MONTREAL, Aug. 3—In line with recommendations of the Royal Commission on Publications recently presented to Parliament, the Post Office is acting to discourage circulation of foreign advertising and printed material brought to Canada for mailing.

Postmaster General William Hamilton has announced changes in regulations to remove special privileges of prepaid postage and business reply cards supplied to foreign enterprises for printed materials to be mailed in Canada. While the government itself has taken no action on the commission's strong recommendations for the protection of Canadian publications against U.S. competition, the Post Office has embarked on a series of regulation changes which it hopes will discourage the flow of foreign material circulating in Canada with the "misleading appearance of Canadian origin."

■ At the same time, new postage rates on foreign publications mailed in Canada went into effect on Aug. 1. The new rate is about 5¢ a pound compared to about 2½¢ a pound previously. A new U.S. postal rate went into effect July 1, increasing the rate on publications mailed to Canada from the U.S. to 8¢ a pound. The Canadian Post Office hopes that U.S. publications will therefore ship their magazines to Canada in bulk to be mailed here at the lower Canadian rate.

Canada has to handle the publications mailed in the U.S. but receives no revenue from them under the Postal Convention. If the publications are mailed here, however, the publisher could benefit from a lower rate and Canada would get the 5¢ a pound revenue.

■ As to the changes on prepaid postage and business reply cards, Postmaster Hamilton explained that advertising material printed in the U.S. is brought in bulk to Canada. To avoid placing individual postage stamps on each piece of material, bulk postage may be paid in advance, and a Post Office permit is printed on the envelope. This, however, gives the appearance that the material has been printed in Canada, Postmaster Hamilton said.

■ But beginning Oct. 1, the Post Office will no longer make available such permits for material printed abroad for mailing in Canada. In a similiar way, "business reply electros" have been made available to prepay postage on business reply post cards.

"In future," said Postmaster Hamilton, "the Post Office will decline to issue such electros to advertisers or foreign publishers unless written assurance is furnished that the electro will be used only on mail matter printed in Canada." #

New Orleans Coke Bottler to McCann

NEW ORLEANS, Aug. 4—Coca-Cola Bottling Co. of New Orleans has decided to move its $150,000 account to McCann-Erickson.

The account has been handled here by Fitzgerald Advertising Agency, which became part of Knox Reeves Advertising last month after losing the $7,000,000 Wesson business.

The Louisiana bottler was the last major Coke bottler in the country outside the McCann-Erickson fold. McCann plans to open a service office here to handle Coke and Humble Oil. #

Bishop's Spector . . .

Spector Returns to More Active Role as Hazel Bishop Sets New Ad Drive

Company Reports Loss of $436,930 for Fiscal Year; Van Dyk Leaving

NEW YORK, Aug. 1—Hazel Bishop Inc. had a loss of $436,930 on net sales of $7,889,113 during the fiscal year ended last Oct. 31. It was the sixth consecutive year in which the company operated in the red, the total deficit now exceeding $3,000,000.

For the six months ended last April 30, Hazel Bishop reported a net loss of $234,960 on sales of $3,285,881. In the comparable 1960 period, the company showed a profit of $22,776 on sales of $4,006,972.

At the annual meeting today, Daniel Van Dyk, former chairman of the board and chief executive officer, did not stand for reelection. It was said later that he was severing his connection with the company and selling his stock. Mr. Van Dyk could not be reached for comment.

▪ It also was learned that Raymond Spector, who has been chairman and a consultant for the past two years, was once again taking an active, voting interest in company affairs. His 288,000 shares (about 15% of the outstanding stock, currently selling around 4⅝) make him the single largest stockholder.

Mr. Spector will continue as a consultant and a director, and in addition will become chairman of the management committee and will personally direct the compa-

(Continued on Page 66)

From Scents to Dollars . . .

Harris, Upham Names Rockmore as New Agency

Broker Picks Fashion Agency to Project 'Fresh Personality and Image'

NEW YORK, Aug. 4—Harris, Upham & Co., in search of a new image for its Wall St. brokerage operation, has named Rockmore Co. to handle its advertising.

This is the first account of the tvpe for Rockmore, which has specialized in the fashion business. Harris, Upham will spend an estimated $250,000.

Albert Frank-Guenther Law is the previous agency.

Theodore Titolo, advertising manager for the investment house, said he believes "most uptown agencies don't have the foggiest idea what the brokerage business is about." Nevertheless, Harris, Upham set out to find an agency off the beaten financial track because it wanted to project a fresh personality and image.

▪ Mr. Titolo said his company also wanted to pinpoint its market without having to resort to mail order coupon advertising, a method Wall St. has become enraptured with in recent years.

Harris, Upham's new advertising will aim at a younger market than before, the 25 to 40 age group. The company, with 48 offices in 44 cities, believes it is about third in total commission business, but around 13th on total business volume since it does no underwriting.

Mr. Titolo emphasized that the agency change implied no reflection on the work of Albert Frank-Guenther Law. "We felt that we were now of a size where conflict of interest was working against us." Albert Frank handles Merrill Lynch, Pierce, Fenner & Smith; Bache & Co. (probably No. 1 and 2 in the brokerage business) and other financial institutions.

▪ There were five criteria that guided Harris, Upham in its selection. It looked for an agency that would:

1. Have one, exclusive client in the investment field.

2. Be "extremely strong creatively."

3. Be in the medium-to-smaller billings category. Because of its size, Mr. Titolo felt a large agency

(Continued on Page 10)

Top 200 Farm Paper Users Spend 7.9% Less in 1st Half '60

CHICAGO, Aug. 3—The top 200 advertisers in farm publications spent $18,743,239, 7.9% less than this time last year, during the first six months of 1960. Their expenditures accounted for 73.2% of the total of $25,599,295 spent by 2,075 farm publication advertisers. The total expenditure is down 6.2% from the 1960 first half figure of $27,299,838, and the total number of advertisers is less than last year's 2,187.

These figures are based on advertising in 38 farm publications as reported by Farm Publication Reports.

▪ International Harvester Co. has moved from third to first position with a budget of $977,952 in the first six months of 1961 against $886,307 in 1960. Ford Motor has moved from first to second with $893,307. General Motors, second last year, is now in third position with $690,308. American Cyanamid with $642,837, retained fourth position.

The table on Page 104 gives figures for all 200 top farm publication advertisers for the first six months of 1961 and 1960. #

Convenient new lighter, with "drop-in" fuel tank, loads in seconds, lights for months on a single refill...and costs only $4.95!
BENTLEY BUTANE

FIRST NATIONAL—*Bentley butane lighters breaks its first consumer magazine ad in the Nov. 27 Sports Illustrated and the December Esquire, Playboy, and The New Yorker. Erwin Wasey, Ruthrauff & Ryan is the agency.*

Introducing total
A low-fat, low calorie food with 100% of U.S. Government minimum daily vitamin requirements in a bowl!
total

TOTAL—*General Mills will use this color page in newspapers and Sunday supplements in Cincinnati and Philadelphia the week of Aug. 7 to introduce its new Total cereal (AA, July 31). Television spots will back the introduction. Dancer-Fitzgerald-Sample is the agency.*

American Weekly Picks Kennedy to Succeed Herbert

'Housecleaning' Lops 20 From Staff, Not 40-Plus, New Publisher Tells AA

NEW YORK, Aug. 2—Edwin C. Kennedy, advertising director of *The American Weekly* since 1948, today was named publisher of the supplement by Hearst Publishing Co. He succeeds John K. Herbert, who has been named advertising assistant to J. D. Gortatowsky, general manager of Hearst.

John Herbert

Edwin Kennedy

Mr. Kennedy's appointment followed reports that *The American Weekly* was undergoing a "housecleaning." Estimates placed the total number of persons affected at more than 40, with about one-third editorial and the rest advertising.

These figures were denied today by Mr. Kennedy, who told ADVERTISING AGE that *American Weekly's* "reappraisal of its operations and efficiency" involved about 20 "secondary" employes in promotion, research, merchandising and marketing. The total, with editorial staff reductions, he said, did not "go as high as 43."

▪ Mr. Kennedy, who acknowledged that *American Weekly* experienced a "bad year in advertising," said the publication "nevertheless had the most successful year in history with its readers."

He said that it would seek to extend its list of newspapers—which dropped to 30 last week when *Parade* picked up the *Houston Chronicle* effective next Jan. 7—and would "go after more advertising." He said the present situation was "not very good," but he described the editorial position as nevertheless "solid."

The supplement field, according to Mr. Kennedy, has a "great opportunity," by virtue of its distribution in major metropolitan mar-

(Continued on Page 10)

Cigaret Sales Reach New High . . .

Per Carton Cigaret Ad Cost Dips to 6.2¢ in '60

Cigaret Makers Cut Ad Spending, but Still Register Record Sales

CHICAGO, Aug. 4—As cigaret sales zoomed to a new high in 1960, cigaret merchants spent less in measured media advertising and watched their ad cost per carton drop slightly, according to the annual ADVERTISING AGE copyrighted study of cigaret advertising costs.

Six tobacco companies offering 21 brands spent $146,401,609 in measured media in 1960 to move 469 billion cigarets. A look at the 1959 AA study shows that these companies spent $151,565,297 in measured media that year to move a total of 453 billion cigarets of 23 brands.

▪ However, these figures are not comparable because the 1960 AA computation of the relation of advertising spending to over-all sales is based only on total sales of 21 brands selling one billion or more cigarets. Total sales in 1959 of under-one-billion brands were minimal, but the distinction is made for 1960 because these sales reached the sizable figure of 7.7 billion, against 3.3 billion in 1959. Advertising expenditures also were not broken down for brands selling under one billion in the AA study.

(Cigaret sales figures are from *Business Week's* annual survey.)

▪ The AA calculation shows that in 1960 it cost cigaret makers an average of $31.21 per million cigarets sold, or 6.2¢ per carton to advertise the 21 brands listed in the study. In 1959 these costs, based on industrywide totals, were $33.45 per million cigarets sold, or 6.6¢ per carton, for 23 brands in that study.

If the 1960 calculations were based on total sales of 476 billion (including 7.7 billion of brands selling less than one billion) cigaret costs would be $30.75 per million cigarets sold, or 6.1¢ per carton.

Kentucky Kings, Brown & Williamson's new king filter entry, and Belair, another B&W menthol king filter, got into AA's study for the first time. But Life, B&W's king filter, fell by the wayside, registering sales of under one billion as did Hit Parade (American Tobacco), Spring (P. Lorillard), and Duke (Liggett & Myers).

▪ As over-all sales of cigarets increased, filters (including mentholated ones) captured more than half of all sales for the first time, as regular cigaret sales continued to fall off. King-size cigarets in-

(Continued on Page 81)

Agency Execs Tell Stories Behind Favorite Campaigns at AA Workshop

Then Walter Weir and Six Execs Form Panel to Review 50 Print Ads

CHICAGO, Aug. 2—Six top agency executives today told the stories behind some of their favorite campaigns at the fourth annual Summer Workshop on Creativity in Advertising.

The admen also led critiques on print advertising at the workshop, sponsored by ADVERTISING AGE.

Ad Age Creative Workshop

• **Everett D. Biddle,** president of the Biddle Co., Bloomington, Ill., described his agency's comprehensive campaign for Lennox heating and air conditioning equipment. Consumer print ads featured long copy, he said, "because we decided to tell the complete story. We weren't selling impulse items; people in the market want information."

The Lennox campaign was also aimed at building up local dealers, attracting new dealers, and influencing purchases by building contractors, Mr. Biddle said.

• **Fairfax Cone,** chairman of the executive committee of Foote, Cone & Belding, detailed several campaigns from his agency. He gave examples of the "intimate" approach—recipe ads for Good Seasons salad dressing; the demonstrations—Gertrude Berg's S.O.S. spots; a gimmick—the smiling face on Kool Aid pitchers; and an "idea" approach—Miss Clairol's woman and child ads headlined: "Does she or doesn't she?"

Mr. Cone also delved into the Dial soap campaign, now in its fifth year of ads showing people washing with Dial. When Zest, Praise and Dove invaded the market several years ago, he said, Dial's market share dipped from 9.25% to 7%, but the company stayed with the same theme. He noted that P&G sampled 90% of white U.S. families with Zest during the introductory period. Despite competition, he said, Dial has moved up to the top spot in its market.

• **Earle Ludgin,** chairman of the board of Earle Ludgin & Co., Chicago, selected Rath Packing and

(Continued on Page 102)

Quebec Invokes '33 Law, Tears Down All Outdoor Signs

MONTREAL, Aug. 2—The Quebec government's roads department today began to remove all outdoor advertising, under a law passed in 1933. The move immediately brought promise of a legal test case from Campbell Outdoor Advertising Co., whose signs advertise Rothman's cigarets.

The company, charged with violating the old law, has pleaded not guilty and says it will fight the regulation.

On some 30,000 miles of Quebec highways, hundreds of men with trucks, pulleys and shovels moved into action to apply the long ignored law. Their work, however, will be considerably less than expected. Since the government's warning of a crackdown was made some weeks ago, more than 10,000 advertising signs have been dismantled by their owners.

Today, the remaining signs, ranging from huge cigaret and tire advertisements to tiny arrows pointing the way to summer cottages, were being carted to government garages and depots. They will remain there until the owners are billed for the cost of the removal operation. Unclaimed signs will be kept for several months before being destroyed. #

Benton & Bowles Forms Marketing Development Unit

New York, Aug. 2—Benton & Bowles today announced the formation of a new marketing development department combining half a dozen marketing and merchandising tools to help clients in long-range planning.

The new section will offer economic background studies, product opportunity analyses, marketing presentations, and retail field testing. It combines the staffs and services of B&B's market planning and merchandising departments and is the product of more than two years of study, the agency said.

The department will be headed by Robert Wallace, vp, who was formerly in charge of the marketing planning department. Austin Johnson, vp and formerly head of the merchandising department, has been named associate director of marketing services.

Mr. Wallace said the new B&B setup was unique in providing a "unified" department, with all marketing and merchandising techniques "directly related one to another." The new department also can help B&B clients with "broad and specific planning and the development of effective merchandising materials," he said.

■ Among the services offered by the new department will be identifying and positioning new product opportunities, and analyses of market conditions for existing products. The department will "examine in depth the whole of a business or category rather than looking at the opportunity of a single brand," Mr. Wallace explained.

About 50 people are in the department.

Mr. Wallace said a 12-man field staff, working at the retail level, will be continually planning and pre-testing promotional ideas, such as couponing, sampling, displays and price promotions.

The new department also will deal with planning and staging sales and marketing meetings. #

Chandler Leaves 'L.A. Mirror'; Nelson Gets Manager Duties

Robert W. Chandler has resigned as general manager of the *Los Angeles Mirror*. The newspaper said the post would remain vacant, and that the general manager's duties would be assumed by Robert Nelson, vp of sales for the *Los Angeles Times*, sister publication of the *Mirror*.

Curran-Morton Adds One

Curran-Morton Co., Phoenix, has been named advertising agency for Staggs-Bilt Homes, Phoenix. The account, which bills about $500,000 annually, formerly was handled by Kent & Hollander.

American Breaks Newspaper Ads for New Youth Fares

New York, Aug. 2—American Airlines, which services 60 cities, announced its new half-fare youth plan at a press conference on Monday and in newspaper ads on Tuesday night and Wednesday morning. American ran ads in all of its major route cities and in "most of the smaller ones."

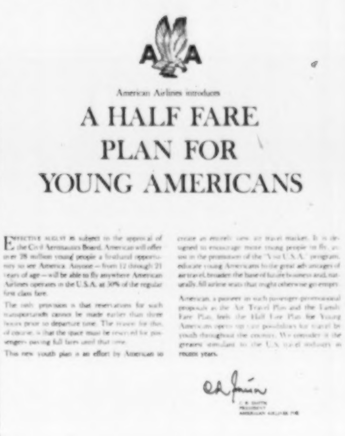
In the major markets, 1,500-line ads were used. Newspapers in the smaller cities got 500-line insertions. American has no immediate plans for further promotion of the half-fare plan but it does expect to incorporate it in future advertising.

Under American's plan, youths between the ages of 12 and 21 will be able to fly at 50% of the regular first-class fare aboard any scheduled flight (except those between the U. S. and Mexico). The youth-fare prices will be roughly 25% below regular coach fares.

■ Some typical fares under the plan are: New York to Los Angeles, $85.75; New York-Chicago, $25.10; Chicago-Phoenix, $52.10; New York-Boston, $7.50. These prices do not include the 10% federal tax.

Youth-fare riders will not be able to book passage well in advance of flights. They will be given definite reservations only three hours ahead of flight time—providing space is available.

G. Marion Sadler, American's vp and general manager, said the youth-fare plan is designed to create a broader market for air transportation and he called on other carriers to duplicate American's move.



American Airlines introduces

A HALF FARE PLAN FOR YOUNG AMERICANS

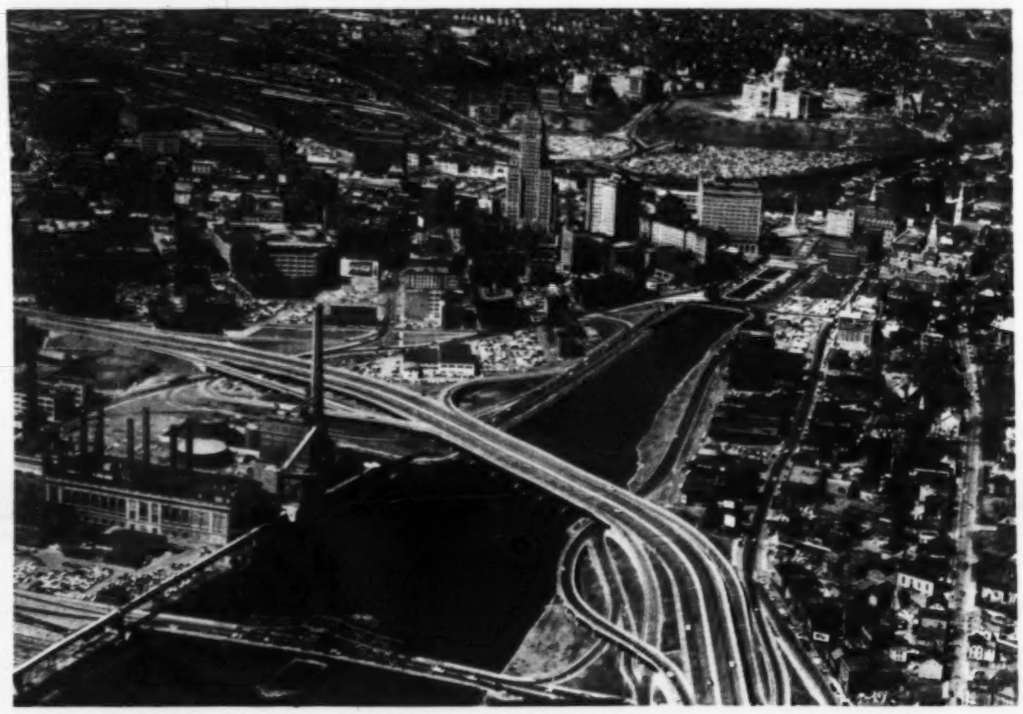
Trans World Airlines and United Air Lines immediately filed applications with the Civil Aeronautics Board for a similar plan. American made its announcement on Monday; TWA and United filed on Tuesday. However, TWA and United said they had not formulated any advertising plans yet.

American's proposed plan was filed with the CAB to be effective Aug. 30.

Doyle Dane Bernbach Inc. takes over the American account from Young & Rubicam this week. #

El Paso Urges Ad Panel

El Paso chamber of commerce has requested that an advertising review panel be organized in the city. The panel would consist of members of the better business bureau, El Paso adclub, chamber of commerce, and local advertising media. The chamber of commerce feels that a panel is needed to "review the advertising of a small minority who, on occasion, make misleading statements."



A ONE-IN-A-MILLION TEST MARKET
ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

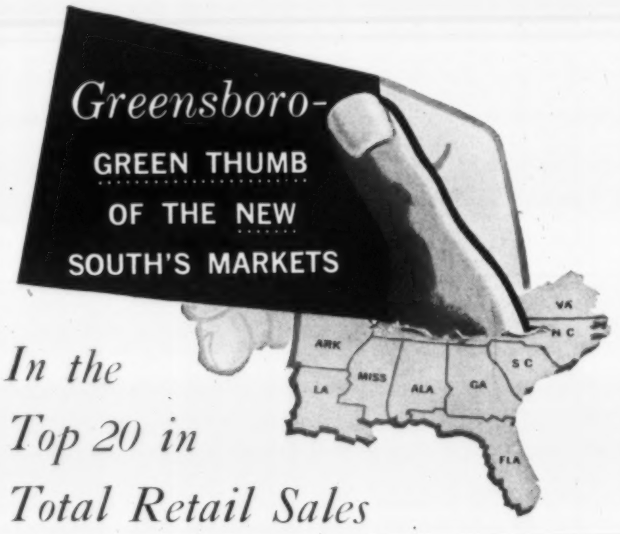
In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

PROVIDENCE
JOURNAL-BULLETIN

Boston office: 479 Statler Bldg., Boston 16
Represented elsewhere by Ward-Griffith Co., Inc.



General Merchandise Sales
Grow Faster in Greensboro

In category after category, Greensboro stands out among the NEW South's top markets—ahead of Charlotte, Jacksonville, Norfolk-Portsmouth and closely following top markets like Louisville and Birmingham. Enter this thriving market through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1961 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

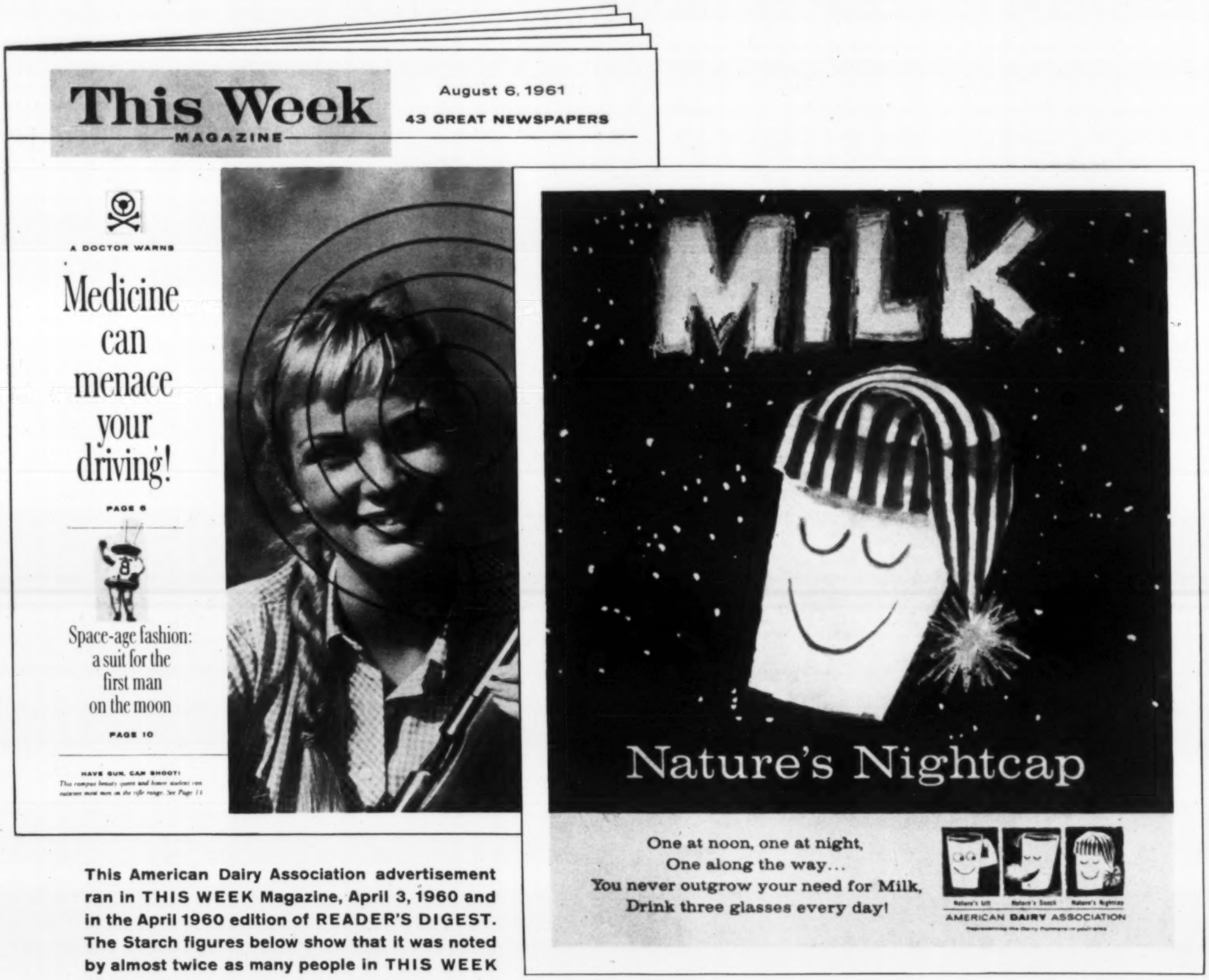
Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how advertising gets through in This Week Magazine



This Week
MAGAZINE

August 6, 1961
43 GREAT NEWSPAPERS

A DOCTOR WARNS

Medicine can menace your driving!

PAGE 6

Space-age fashion: a suit for the first man on the moon

PAGE 10

HAVE GUN, CAN SHOOT!
This campus beauty queen and honor student can outscore most men on the rifle range. See Page 11

MILK

Nature's Nightcap

One at noon, one at night,
One along the way...
You never outgrow your need for Milk,
Drink three glasses every day!

AMERICAN DAIRY ASSOCIATION
Representing the Dairy Farmers in your area

This American Dairy Association advertisement ran in THIS WEEK Magazine, April 3, 1960 and in the April 1960 edition of READER'S DIGEST. The Starch figures below show that it was noted by almost twice as many people in THIS WEEK Magazine!

	%	No. Men Noting	%	No. Women Noting
This Week MAGAZINE	26	2,603,000	45	5,645,000
READER'S DIGEST	15	1,464,000	26	3,134,000

Source: Daniel Starch & Staff reports

Your advertising will be read by more people in This Week than in any other magazine

CIRCULATION **13,901,712**

This Week
MAGAZINE

Underwood Ltd. Gives Account to Cockfield, Brown

TORONTO, Aug. 3—Underwood Ltd., which markets the Underwood and Olivetti lines of typewriters and office equipment, has presented Cockfield, Brown & Co. with all its Canadian advertising account.

The agency, which up to now only handled Underwood's electric typewriters, succeeds McConnell, Eastman & Co., which directed the Underwood account, and J. Walter Thompson Co., which lost the Olivetti account some time ago.

■ The Underwood account, including portables, standards, adding machines and printing calculators, has been billing about $250,000 a year.

Acquisition of the account by Cockfield, Brown & Co. is considered in trade circles to be a big boost for the agency psychologically (Cockfield has lost a number of accounts recently).

Underwood received more than 20 presentations for the account, all of which, according to the company, were first class.

Richard Hardy, Underwood's director of public relations and advertising, said:

"We were most impressed with the presentations, but Cockfield's was the best." #

Sturges Adds Yuba, Cabral Motors; Names C. B. O'Neal

Yuba Consolidated Industries, San Francisco, and Cabral Motors, Los Gatos, manufacturer of electric motors and radio communication equipment, have appointed Sturges & Associates, San Carlos, to handle their advertising. McCarty Co. formerly handled the Yuba account, which last year billed about $670,000. Yuba's institutional advertising, inactive during 1961, formerly was handled by Fletcher Richards, Calkins & Holden.

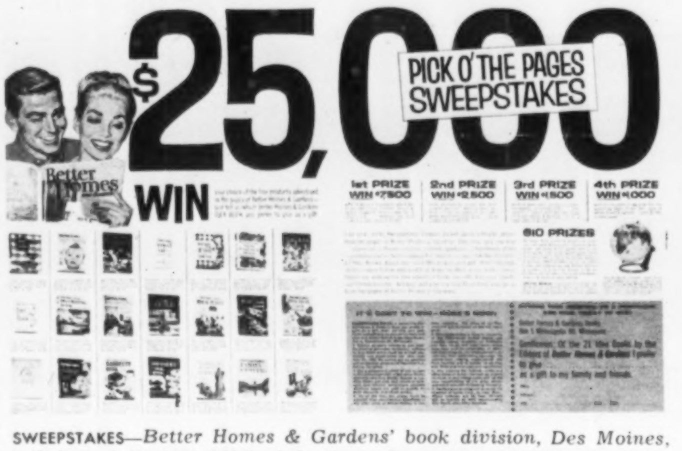
Charles B. O'Neal, formerly advertising director of Yuba Consolidated, has joined Sturges to supervise the Yuba account.

Genesee Buys 'Shannon'

Genesee Brewing Co., Rochester, N.Y., has purchased Screen Gems' "Shannon" for showing in Buffalo, Rochester, Schenectady and Syracuse, N.Y.; and Altoona-Johnstown and Erie, Pa. The buy, made through McCann-Marschalk, brings total sales of the series to 87 markets.

Walther Opens Overseas

F. P. Walther Jr. & Associates, New York and Boston, has opened an overseas industrial agency network, with representatives in London, Brussels and Geneva. The network offers advertising services and full industrial publicity programs to overseas clients.



SWEEPSTAKES—*Better Homes & Gardens' book division, Des Moines, will launch its 1961 "Pick o' the Pages Sweepstakes" with this four-color spread in the October BH&G. The sweepstakes, which offers $7,500 worth of products advertised in any 1961 issue of BH&G as top prize, closes Nov. 20. Ads also are scheduled in Living for Young Homemakers, Parents' Magazine, and Suburbia Today. J. M. Hickerson Inc., New York, is the agency.*

セントルイスが誇る進呈品*
*buy St. Louis 'a la card
KTVI RATE CARD
. . . your lowest cost per thousand TV buy in St. Louis
Represented nationally by BLAIR-TV
KTVI CHANNEL 2 ST. LOUIS
abc
Kotobuki Restaurant

Mather & Crowther Forms Mathers Int'l

LONDON, Aug. 1—Indications that Mather & Crowther is planning a drive in the international advertising field were evident this week when a new company registered here.

The new company, Mathers International Ltd., was registered with a nominal capital of $28,000. Its business was given as advertising agents, with offices at Berkeley Square House, Berkeley Square, London W.1.

First director named in the documents lodged with the Board of Trade is Carl E. Friedmann, a member of the board of Mather & Crowther.

■ Mather & Crowther had no comment to make on formation of the new company, but a spokesman said an announcement could be expected shortly.

Mather & Crowther was one of the founding partners in the New York agency of Ogilvy, Benson & Mather.

Apart from this, the agency has no overseas offices, although it is one of Britain's biggest agencies and has associates in 25 overseas countries.

Mather & Crowther employs nearly 600 persons and reported billings of $25,200,000 in 1960. It is particularly strong on Shell, an account which it shares with Colman Prentis & Varley and S. H. Benson.

■ CPV lost a considerable part of the Shell domestic billing this year when gasoline advertising was switched to Mather & Crowther.

CPV, one of Britain's biggest agencies, is very strong in the international field. It has 15 overseas offices and billed a total of $42,000,000 in 1960. The Shell business played an important role in CPV's growth overseas. #

Minneapolis Advertising and Creative Center Launched

Construction has begun on a multi-million dollar center to serve advertising and creative industries in the St. Paul-Minneapolis area. The center, located in suburban Golden Valley, consists of a 13-acre central block, available to tenants requiring less than 10,000 sq. ft. of space. Around this area one to five-acre sites for warehousing, manufacturing and general service facilities will be leased.

Baziuk Advertising Opens

Walter L. Baziuk, former vp and account executive of Owen N. Dailey Advertising, Bakersfield, Cal., has established Baziuk Advertising Agency, with offices in the Haberfelde Bldg., Bakersfield.

Kansas City tops the U.S. in sales activity!

How's business in Kansas City? Tops! Kansas City now stands No. 1 nationally in retail sales activity among million-person markets, according to Sales Management's authoritative Survey of Buying Power. Additional data compiled by the magazine shows that:

- **In 1960, a recession year, net effective buying income in the Kansas City metropolitan area totaled $2,549,809,000.00, a GAIN OF 7% over 1959;**
- **Kansas City stores last year amassed $947,725,000.00 in sales, an amount 64% ABOVE the average volume for a city of comparable size!**

Yes, Kansas City people are BUYING. And, as always, they're buying through the advertising columns of The Star.

INDEX OF SALES ACTIVITY

1. **KANSAS CITY**	**123**
2. Dallas	123
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21. Buffalo	100
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New York Office, 21 E. 40th St.; Chicago Office, 202 S. State St

THE KANSAS CITY STAR

Hearst Won't Reveal Terms of Union News Settlement; Other Magazines Still Affected

NEW YORK, Aug. 2—Hearst Magazines said today it was "not about to disclose to anyone the details of our contract with Union News," which next week will put Hearst titles back on transportation terminal newsstands (AA, July 31).

The distributor's publications have been off terminal racks since April, along with those of some other U.S. publishers, following a ruling by the Federal Trade Commission banning non-uniform discounts.

The FTC cease-and-desist order, which capped a two-year-old price and discount battle between distributors and terminal operators, cited some publishers but not others. It asserted that big allowances handed out to terminal stands gave them unfair advantages over competitors. In some cases, discounts were as high as 25% off normal wholesale.

Although terminal operators were aware of FTC's April ruling, they were reported as still wanting discounts in some form from publishers. Each magazine has had an opportunity to develop a retail display program of its own, but few have done so.

■ Some exceptions have been Time Inc. and *Reader's Digest*, which had across-the-board allowances going prior to April, and Ziff-Davis and *The New Yorker*, which have adjusted some factors since then.

John R. Miller, Hearst assistant general manager, said contract details "will be known in due time." Hearst confirmed, however, that Union News will operate as both a wholesaler and a retailer under the new arrangement. However, wholesalers such as Manhattan News and others will remain in the picture.

■ Before April, Union News handled five of Hearst's 13 books. The new agreement calls for Union to carry 10 of these 13 titles (the other three are business magazines), plus 14 quarterlies and annuals.

Hearst also was considering "additional arrangements" with others besides Union News, which operates an estimated 400 outlets in 115 cities, Mr. Miller said.

Other terminal operators which have backed Union News' "no-discounts, no-magazines" stand are ABC Vending, with about 45 subway stands in the five New York boroughs, and Garfield News Co., with 25 sites, including commuter bus terminals. Together the three account for much of the cream of New York magazine circulation in subway, rail, bus and air terminals.

■ Some publishers have attempted to make up lost circulation by boosting magazine allotments anywhere from 15% to 25% for newsstands located near terminals in beehive areas, such as Grand Central Station. Results of these tries, however, have been labeled "peanuts." Also, the outlying locations of airports simply do not provide substitute outlets.

Another effort, to replace terminal sales with subscriptions, hasn't been effective either, according to industry executives.

In the interim, publishers' attorneys have struggled without success to find a loophole in the FTC dictum. Meanwhile, there is a general feeling that the field will find out about Hearst's plan in due time. Mr. Miller acknowledged that "in an industry like this, everything gets known sooner or later."

■ A three-year-old Time Inc. program has permitted uninterrupted circulation of the company's magazines in the past four months, called a "retail display agreement" that allowed dealers an extra 2¢ off on *Life* and 3¢ off on *Time* and *Sports Illustrated*, providing certain magazine display stipulations and "services by dealers" were met.

Reader's Digest has made two basic plans available to all retailers since 1956:

1. For retailers whose physical setup has room only for a main magazine rack, the *Digest* offers 1½¢ a copy allowance—besides the regular 7¢ markup—for a four-stack display.
2. Under a multiple stack agreement, the *Digest* gives a 3½¢ per copy allowance if the dealer positions a stack of two or more at his main magazine rack, plus every customer purchase location. The second plan might, for example, be adaptable to checkout counters in supermarkets.

■ Ziff-Davis, which has nine monthlies, a bi-monthly, and five annuals, announced in July a "retail display sales plan" which it said was available to every magazine retailer in the U.S. and Canada. Under the plan, an allowance was offered to retailers who agreed to give full cover display during its full sales period to all Ziff-Davis monthly and bi-monthly magazines. Or, by an alternative plan, to at least seven out of the nine monthlies and the bi-monthly, plus full cover display for all annuals during a specified period.

About the same time, *The New Yorker* dropped its price to retailers from 19¢ to a flat 16¢, thereby increasing dealers' profits "by one half, or 50%." Said *The New Yorker:* "We demand nothing from the retailer for him to participate in this increase in profit possibilities, but we suggest that they might become even greater with prominent display of the magazine on his stand."

■ Curtis Circulation Co., which handles 20 magazines besides the five published by Curtis Publishing Co., was understood to have opened new supermarket distribution avenues to help offset the FTC ruling. When the April order fell, however, Curtis Circulation lost no time in unleashing a full-page newspaper blast which read:

"The Union News Co., Garfield News Co. and ABC Vending Corp. have announced that they will not accept Curtis-distributed magazines and paperback books for sale at their newsstands."

The ad urged the public to make its purchases at "one of the outside newsstands immediately adjacent to these terminals or subways." It ran in the *New York Times* and carried a large logo of each Curtis-handled book involved.

■ Select Magazines, a distributor whose participating partners are McCall Corp., Meredith Publishing, Reader's Digest, Popular Science Publishing, and Time Inc., said it hadn't learned the details of Hearst's deal with Union News. "The industry is in an area of wait-and-see," an SM executive said. #

Kennedy-Hannaford Adds One

Kennedy-Hannaford Inc., San Francisco-Oakland, has been appointed to plan and direct advertising for Food Terminal Properties Inc., Belmont, developer of a new Pacific Coast Wholesale Food Terminal to serve Northern California. The new terminal will be built on Port of Oakland land.

Woodbridge Leaves GB&B

William Woodbridge has resigned from the San Francisco staff of Guild, Bascom & Bonfigli, where he has been account executive on the Mutual of Omaha and Carling Brewing Co. accounts. His future plans will be announced later.

PONTIAC
Cadillac
Rambler
Chrysler
DODGE
Studebaker
FORD
OLDSMOBILE
Chevrolet
BUICK

78.9% of the total automobile linage in Indianapolis appears in The Star and The News

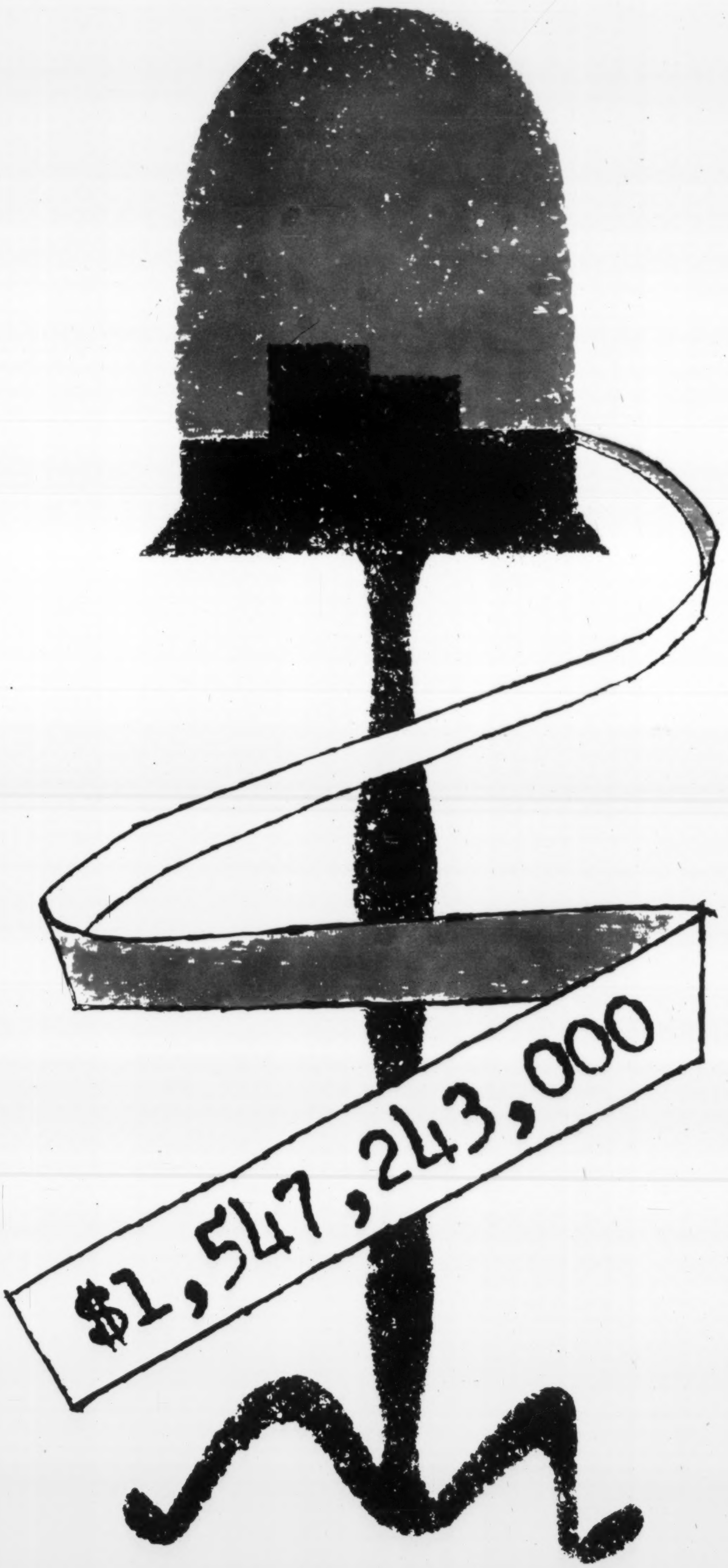
They're in...in Indiana with The STAR and The NEWS
Morning & Sunday
Evening

New cars are big news in this $4.3 billion Central Indiana market, where 684,000 families own and operate 779,902 automobiles.

With 52.8% coverage of this entire 45-county area, (73.4% in the metropolitan and retail trading zones) The Star and The News give your ads more selling power—at lowest dollar cost—in this big ready-to-buy market.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives



DYNAMIC BALTIMORE

Capital invested in Baltimore's new-industry development is a very revealing sign: $1,547,243,000 in the last ten years. $157,830,000 last year alone . . . and this is industrial growth exclusively. Already, Baltimore's payroll in the manufacturing industry is over the billion-a-year level. And this growth-rate is rising by the day. Baltimore is the 8th fastest-growing market in the nation. Only 3 larger metropolitan areas exceed our rate of growth in total retail sales. Yes, Baltimore is dynamic, and so is the one medium that covers Baltimore best—the Sunpapers. We have figures to bear out this fact, too: Half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown Baltimore. In this compact area—roughly the ABC City Zone—an estimated 92% of all retail sales are made. This same area accounts for 88% of our daily circulation (77% of it home delivered) and 82% of our Sunday circulation (80% of it home delivered). What are these circulation figures? Over 410,000 daily and over 321,000 Sunday! Wouldn't now be a good time to take stock of your investment in the Baltimore market?

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 3/31/61

FDA Seizes Tootsie Rolls for Short Weight

WASHINGTON, Aug. 2—Tootsie Rolls are the latest item to be scooped up in a developing Food & Drug Administration drive against short weight and improperly labeled foods.

The Tootsie Roll seizure was made at National Tea Co., Chicago, with the government charging that cartons containing six Tootsie Rolls which are labeled to weigh 9 oz. actually contain only 8.57 oz.

FDA officials said that Tootsie Roll does a $20,000,000 annual volume and is the biggest selling candy in the nation. "The 4.67% shortage on that kind of a volume can add up to a lot of money," a top enforcement officer explained.

A summary issued by FDA today showed that there have been 44 seizures of food products since the shortweight mis-labeling drive got under way July 10. Papers have been forwarded to U.S. attorneys throughout the country to clear the way for additional seizures.

■ Included in the tabulation are seven seizures of Puffed Wheat and one of Puffed Rice carried out under a program that got under way two weeks ago, when FDA reported a new process at the Quaker Oats Shiremantown, Pa., plant puffed the product so much that shipments are as much as 15% shortweight.

The multiple seizures were authorized, FDA explained, because Quaker Oats was aware of the problem since April, but continued to ship the product.

The difficulty over Tootsie Rolls developed, FDA reported, after Sweets Co. of America, Hoboken, reduced the size of individual Tootsie Rolls last January from 1½ oz. to 1⅜ oz. While the wrapper on the individual rolls was changed to report the new weight, FDA said the company has continued to use the 9 oz. label on the outside of its "Multi-Pak" cartons.

■ FDA enforcement officers said the company had been informed of the discrepancy, but that shipments continued. FDA said the failure to change the label on the outside of the "Multi-Pak" packages is important because "Multi-Paks" are sold in grocery stores as a unit, and the consumer does not see the weight on the individual Tootsie Roll when he buys them by the package.

■ Sweets Co. issued the following statement today:

"It has always been the policy of Sweets Co. to comply fully with all federal and local requirements. Periodically, we review our labels to maintain such compliance, and to meet changing economic conditions in the industry.

"During a period of such a review and resulting changeover of packaging, a discrepancy in labeling occurred. Upon being alerted to this condition, prompt measures to correct the situation have been taken." #

Transfilm-Caravel Names Two

Paul A. Minor, with Grey Advertising Agency and Benton & Bowles before joining Transfilm-Caravel, New York, producer of tv commercials and industrial films, has been named a vp of the company. John J. Fenton, formerly vp of Klaeger Film Productions, has been named to the new post of vp in charge of production for Transfilm-Caravel's film production division. Klaeger was merged with Transfilm last January.

EASTERN FLAVOR—*Kitchens styled in a Far Eastern motif are featured in ads by Formica Corp., Cincinnati, in October and November in American Home, Better Homes & Gardens, House Beautiful, House & Garden, Living for Young Homemakers, and Sunset. Perry-Brown is the agency.*

Harris, Upham Names Rockmore as New Agency

(Continued from Page 3)

would handle his account either on a fee basis, which he did not want, or without the benefit of its top creative talent.

4. Be strongly organized to deal with the nationwide aspects of the Harris, Upham's 48-office operation, and be able to handle day-by-day problems.

5. Be an agency contributing sales and merchandising ideas, in addition to advertising.

■ To find its candidates, Harris, Upham asked friends in large agencies (who could not qualify, or did not want the account) to recommend smaller, potential candidates. This produced eight names, one of which was Rockmore. Two additional agencies were invited because they had voluntarily solicited the account on previous occasions; two others were asked because of personal contacts with Harris, Upham officials. No speculative presentations were requested. There were several factors that whittled down the dozen candidates, Mr. Titolo continued.

■ Some agencies spoke immediately—or vaguely in the future—of a fee operation.

Some lacked creativity and had no appreciation for Harris, Upham's "stewardship of money" concept of its role in Wall St. "We were just another product to be merchandised, like Pepsi-Cola."

Three agencies met the criteria and "came up strong creatively," but Rockmore's organizational qualities set it apart.

Mr. Titolo said he was impressed by "their grasp of everything." So the uptown fashion agency—which built its reputation on accounts like Charles of the Ritz cosmetics, Bachrach photographers, men's and women's shoes, Trifari jewely, and others—got the nod.

Details of the new ad program were not disclosed and media schedules are under discussion. #

Malcolm-Howard Adds Account

Malcolm-Howard Advertising Agency, Chicago, has been named to handle advertising for Mid-States Jaguar Ltd., Chicago, midwestern distributor of Jaguar automobiles. A schedule of newspaper, radio and tv advertising is being prepared.

Schenley Appoints McCann for Dant Charcoal Perfected

NEW YORK, Aug. 2—Schenley Industries has switched J. W. Dant Charcoal Perfected, currently an inactive brand, from Kleppner Co. to McCann-Erickson. At the same time, plans are in the works for a big, new campaign—which the company puts at $1,000,000—breaking in September (AA, July 24).

Kleppner will retain the regular J. W. Dant Bourbon account, which billed something like $200,000 last year. J. W. Dant has been upgraded from four to seven years, while Charcoal Perfected has been boosted from six to ten years.

Charcoal Perfected will be advertised as the only ten-year-old charcoal whisky on the market today. As a six-year-old whisky, the brand got a meagre $65,000-odd ad investment last year. It was one of 13 Schenley brands upgraded in age as part of the company's recent swing to "the house of aged whisky."

■ Industry sources indicate that Schenley now will also put more money into the regular Dant brand in its aged whisky drive.

The switch marks the second Schenley brand to move out of Kleppner in a couple of weeks. Last week, Schenley transferred its Dubonnet business to Norman, Craig & Kummel. Schenley claimed the account was worth $1,000,000. #

Richardson-Merrell Denies FTC False Vicks Ad Charge

Richardson-Merrell Inc., New York, has denied a May 5 Federal Trade Commission complaint charging that it falsely advertised that Vicks "double-buffered cold tablets" will cure or shorten a cold.

The company said its ads "have fairly and truthfully and accurately represented that the respondent's cold tablets will alleviate the symptoms of a cold as claimed in the advertisements."

Clayton Opens Own Offices

William E. Clayton, former advertising supervisor of Eitel-McCullough Co., San Carlos, Cal., has opened his own agency, Sales Promotion Services, with offices at 2616 Spring St., Redwood City.

Culver Adds Account

Culver Advertising, Boston, has been appointed to handle advertising for High Voltage Engineering, Burlington, Mass.

Ronrico
PUERTO RICAN
RUM
RONRICO RUM
AND TONIC.
"MARGE, YOU CAN PUT AWAY THE GIN"
RONRICO FROM PUERTO RICO.
THE DRY RUM

RUM 'N TONIC—*In this Ronrico Rum ad in August magazines, a Schweppes bottle gets center stage, marking the first time that Schweppes has tied in nationally with a particular brand of spirits. Commander Whitehead will appear at Ronrico sales meetings. Ronrico's agency, Papert, Koenig, Lois is handling.*

American Weekly Picks Kennedy to Succeed Herbert

(Continued from Page 3)

kets. "This is where magazines do an inadequate job and where tv is shot with variables." Within a few years, he said, 50% of the nation's business, instead of the present figure of about 44%, will be done in the big-city areas.

■ Asked whether *American Weekly* contemplated new publishing emphasis, Mr. Kennedy replied that the publication "only intended to get stronger." He said Francis J. Kaus, director of plans and research, would get additional responsibilities.

"Generally speaking, *The American Weekly* is out to fortify its advertising and protect its position in vital markets," Mr. Kennedy added.

He termed events of the past week "no more than a reappraisal which every company, from U.S. Steel on down, takes when it makes a check on itself. It's possible to hire a man, have him work for a year, then discover an overlap between his duties and someone else's."

■ Hearst Publishing, which owns *American Weekly* and *Puck—The Comic Weekly*, is a subsidiary of Hearst Consolidated, which reported a loss for the third consecutive year in 1960, totaling $6,461,896. It lost $2,402,580 in 1959 and $2,710,000 in 1958. For the first quarter of 1961, Hearst Consolidated said its loss was $3,216,900, compared with $2,066,300 in the same period the year before.

Recently, the sales activities of *Puck* were merged into Hearst Advertising Service (AA, July 3), which now is handling the comics supplement. One source said the move would save *Puck* about $500,000 annually. At the same time *Puck* announced that its general manager, J. Hugh E. Davis, had resigned.

SUPPLEMENT PUBLISHERS SEE GOOD 4TH QUARTER

NEW YORK, Aug. 2—Publishers of supplements told ADVERTISING AGE today that the second half of 1961 should be better than ever, in pages and revenue—with a bang-up last quarter in the offing.

That was the general forecast, formed against an 18-month picture which has shown some losses in pages and revenue.

■ Ben Wright, president of *This Week Magazine*, said: "Our first six months this year were down, about the same as the average for general magazines, but our food advertising was up 20.5% in revenue. Also, our third quarter is slightly ahead of last year's, and we expect our fourth quarter to exceed that of 1960.

"This is especially significant," Mr. Wright went on, "since our fourth quarter last year was the second largest in 26 years. We at *This Week* believe we've turned the corner and are headed for a definite improvement."

■ Warren Reynolds, assistant publisher of *Parade*, said his company was "very optimistic, and has been right along." Citing the "present trend in actual advertising orders" at *Parade*, he said that "the last half of 1961 should be about even with, and possibly a little ahead of, 1960. In the fourth quarter of this year we should be 'way ahead in dollars."

Mr. Reynolds also said *Parade's* food linage for the first half of 1961 was "especially good; and progress with these products is a bellwether for the industry."

■ Leonard S. Davidow, publisher of *Family Weekly*, said: "With linage and revenue for the first half up from 1960, *Family Weekly* appreciates the support of key national advertisers and their agencies. Our third quarter is running about the same as last year.

"Our fourth quarter issues are not yet closed, but they already look tremendously gratifying. *Family Weekly* will close 1961 with the highest circulation and ad revenues in its history." *Family Weekly* was the only one of the major supplements to show a gain in pages and revenue during the first half of 1961, as compared with the same period of 1960.

■ For the first six months of 1961 pages and revenue figures of supplements, according to Publishers Information Bureau, were:

American Weekly, 108 pages, down 30%, and $3,609,892 in revenues, off 38.4%; *Family Weekly*, 237 pages, up 4%, and $4,562,192 in revenues, up 9%; *Parade*, 298 pages, off 11%, and $10,799,680 in revenues, off 10.6%; and *This Week*, 369 pages, a 16% dip, and $19,012,415 in revenues, down 9.8%.

In 1960, compared with the year before, *American Weekly's* pages were off 31% and its revenues down 30.4%; *Family Weekly* lost 14% in pages and 7.2% in revenues; *Parade* dropped 12% in pages and 6.2% in revenues; and *This Week* was off 5% in pages and 4% in revenues. #

'Digest' Boosts Rates; Circulation up to 13,300,000

NEW YORK, Aug. 2—The *Reader's Digest* has raised its circulation guarantee from 12,500,000 to 13,300,000, effective with the January, 1962, issue. Some issues may hit a 14,000,000-plus circulation, according to Fred D. Thompson, advertising director.

The *Digest's* onetime page rate for b&w or two-color will go from $39,250 to $43,250, and its four-color page cost jumps from $43,500 to $47,500. Besides its volume discounts of up to 15%, the magazine will offer in 1962 a new continuity discount of 10% to advertisers who use two or more run-of-book pages in each of the 12 consecutive national editions.

The *Digest* also said it will accept ads for "half-circulation" starting in January. The guarantee for half-circulation will be 6,650,000; coverage will be national but with a 50-50 circulation split in every state. Onetime page rates for the plan, made possible because the *Digest* prints "two up," will be $26,000 for b&w or two-color and $28,500 for four-color.

■ The magazine plans to launch a new metropolitan Los Angeles regional edition in January which will have a 735,000 circulation guarantee in that trade area: Los Angeles, Orange, Santa Barbara, Ventura, San Bernardino and Riverside counties. Four-color page rate will be $3,775 and b&w or two-color will be $3,350.

The Los Angeles edition will bring to eight the total number of *Digest* regionals, including the first metropolitan unit added in New York in April, 1960. #

Kronberg to Milwaukee Road

George H. Kronberg has been appointed director of advertising and public relations of Chicago, Milwaukee, St. Paul & Pacific Railroad, Chicago, succeeding Walter A. Dietze, who is retiring after 50 years with the company. Mr. Kronberg was formerly Seattle traffic manager of the Milwaukee Road.

OLYMPIC
Stain
PENETRATING STAIN 910
PENETRATING STAIN 909
THE Perfect FINISH

Men who sell the West with Sunset

"SUNSET'S THE ONLY PUBLICATION THAT CAN DO SUCH A COMPLETE SELLING JOB FOR US"

—says Olympic Stain's John N. Anderson

"It takes a quality magazine to sell quality products," says John N. Anderson, Executive Vice President and General Manager of Olympic Stained Products Company. Olympic Stain ranks among the leaders in the Western market, and this year is running the biggest advertising campaign ever conducted by a stain manufacturer. Sunset is its primary medium.

"Before we used consumer advertising," says Mr. Anderson, "we concentrated on dealer sales. But that wasn't enough. We realized that our customers have to be sold *before* they enter the store. We're selling quality – that's why we use Sunset."

Mr. Anderson has good reason to believe in Sunset. Olympic began its 1961 Sunset campaign in May with a 4-page gatefold, *localizing* its dealer list in two of Sunset's three zone editions. "By pre-merchandising the program," says Mr. Anderson, "we acquired 300 new dealers. After the ad appeared, sales increased 20%, and June sales were 28% higher than the same month last year. Sunset's the only publication that can do such a complete selling job for us."

Men who sell the West know that Sunset is the surest, fastest way to this kind of Western "success story." Sunset's 2,000,000 responsive readers set the trends in the West: 92% own their own homes; 18% build or buy new homes each year; 47% own a second home or property; 20% remodel their homes each year.

When Sunset comes out, these 2,000,000 pace-setting Westerners take action, because Sunset talks to them *person-to-person* about all the best ideas in Western Living. That's why 1430 advertisers used Sunset in 1960 – why you should use Sunset in 1961 and 1962.

You can use all of Sunset or, like Olympic Stain, localize your selling message in any one or combination of Sunset's three specialized zone editions. Either way, you reach the best customers in the West and Hawaii. Give it a try. You *and* your dealers will love the results!

New Stain Major Dealers for 196

Mr. Anderson reviews 4-page Sunset advertisement with Don Kraft of Kraft, Smith & Ehrig, advertising agency for Olympic.

THE MAGAZINE OF WESTERN LIVING **Sunset**

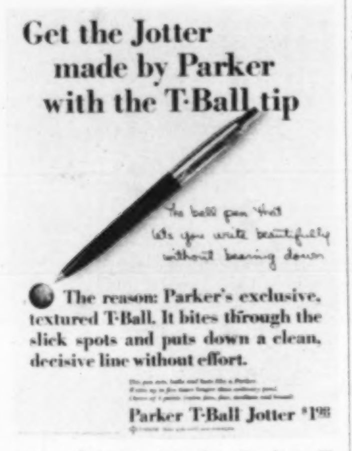
LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Leo Burnett Copywriters Fill Up Parker, Eversharp Pens, Write Calligraphic Copy

CHICAGO, Aug. 3—If the copywriters and account men at Leo Burnett Co. are walking around with their pockets jammed with pens—looking like pr men—they have an excuse.

The agency has just wrapped up "double barreled" campaigns for the products of a new client, Parker Pen Co., Janesville, Wis. The "barrels" are literal as well as figurative. For Parker is introducing both the Parker 45 and the Eversharp Big-E cartridge pens with barrels that can be converted to fountain-pen use.

Ads for both the Parker and Eversharp pens will break about Aug. 20 and will run through September in radio and magazines, timed for the back-to-school market.


Get the Jotter made by Parker with the T-Ball tip

The ball pen that lets you write beautifully without bearing down

The reason: Parker's exclusive, textured T-Ball. It bites through the slick spots and puts down a clean, decisive line without effort.

Parker T-Ball Jotter $1.98

T-BALL—*Layout for the Parker T-Ball Jotter carries through the "Get the Jotter made by Parker with the T-Ball Tip" theme in this b&w magazine page.*

The Eversharp magazine ads will mark the first use of a full magazine page for an Eversharp pen in seven years. Eversharp was acquired by Parker in 1958 and is now a division of Parker Pen Co.

■ The Parker T-Ball Jotter ballpoint pen will be promoted with the theme: "Get the Jotter made by Parker with the T-Ball Tip." The theme will be sung on radio as a jingle to the tune of the "Pizzicato" from "Sylvia." B&w pages for the $1.98 ballpoint pen with non-skip tip will run in *Life, Look, Playboy, The Saturday Evening Post, Seventeen* and *Sports Illustrated*, with the first ad appearing in *Life* Aug. 23. The radio schedule calls for 40 spot announcements weekly on 40 radio stations in the early morning and late afternoon.

Full-page, two-color ads for the $5 Parker 45 pen will break in the Aug. 29 issue of *Look* and appear later in *Life* and *The Saturday Evening Post.* Copy will stress the 14-karat gold point and the convertibility of the pen, which can be changed from a cartridge to a fountain pen with a 95¢ converter. The converter will be offered as a "free" bonus during the back-to-school campaign.

■ The $2.98 Eversharp Big-E convertible-cartridge-fountain pen will be advertised in the Sept. 1 *Life*, putting this once-famous brand name on the comeback trail.

Eversharp was once a name to be reckoned with among the major pen makers in this country. A consistent advertiser back in the 1920s, its image was continually before the public eye through the ads of the late Gerald Page-Wood.

In the '30s and early '40s the name became a part of the vernacular, along with the phrase "$64 question" on the radio show "Take It or Leave It," where contestants who got the right answers were informed "You're right with Eversharp."

■ The company began to lose ground during World War II and suffered a setback when Milton Reynolds beat it to the market place with his ballpoint pen in 1945. Although Eversharp was able to get into stores with its own ballpoint soon after, its old hegemony vanished when the ballpoint pen market collapsed in 1947.

'L.A. Times' Leaves Donahue & Coe on Heels of Dick Moses

LOS ANGELES, Aug. 4—They say personality counts in the ad business, and this dictum was sharply demonstrated this week as the *Los Angeles Times* severed relations with its agency, Donahue & Coe.

The split followed by a week the departure from D&C of Richard Moses, who last Thursday resigned following a squabble with the agency's New York management. Mr. Moses, who brought the account into the agency, formerly was vp and manager.

■ The decision to leave D&C came from the top at the *Times*, ADVERTISING AGE learned today. Queried on whether the move was on his orders, Otis Chandler, *Times* publisher, said, "Yes, we have split with Donahue & Coe, and yes, it was at my behest."

In an apparent reference to Mr. Moses, Mr. Chandler added that he considered Donahue & Coe a "very good" agency, but he didn't think it "was as good as before."

Meantime, the status of the account—which recently has been relatively low on billings (about $70,000) but high on prestige—remained hazy.

■ In a statement to AA, Donald E. Gehring, vp in charge of D&C's western operations, said: "For some time the *Los Angeles Times* account has been inactive except for outdoor advertising. Commissionable billing on the account is currently running at about $70,000 a year.

"The *Times* has been doing most of its own promotional advertising . . . and intends to continue doing so. In view of this, it was mutually agreed that the agency should discontinue any further creative effort on behalf of the *Times.*"

■ In a letter dated July 28 from E. J. Reap, director of promotion and pr, Mr. Reap stated: "The *Times* would make no announcement of any change in the agency relationship and did not intend to appoint another agency at this time. It has been agreed that D&C will continue to handle the *Times'* outdoor advertising, at least until such time as copy changes may be required." #

American Cyanamid Boosts Wendt to Advertising Director

Henry Wendt Jr.

Henry Wendt Jr., formerly general manager of American Cyanamid Co.'s surgical products division, has been named to the newly created position of director of advertising for the company.

Mr. Wendt will coordinate all divisional advertising, reporting to A. B. Clow, vp for marketing.

PIGMILLION—*Haus of Krause will promote its Pigmillion Pigskin for shoes to ladies' shoe manufacturers via this color ad in the Aug. 27 New York Times "Fashions of the Times" roto section and the September Glamour. MacManus, John & Adams is the agency.*

Commerce Names Four Agencies for Tourist Push

(Continued from Page 1)

program, but none of them is to be retained as an advertising agency at this time.

The latest thinking of the department was outlined to the agencies at a meeting here yesterday. Six agencies had been invited to that meeting, and the four "successful" ones were designated later.

Officials revealed that their thinking on advertising agency strategy has undergone considerable revision since the invitation to compete was sent to advertising agencies and public relations organizations six weeks ago (AA, June 26). At that time officials indicated they were looking for agencies and public relations organizations that are equipped to operate in 12 key countries which are expected to get special attention in the first year of the tourism program.

■ In selecting four big international agencies to work with the program, Commerce Secretary Luther Hodges said the department "will shortly begin contract negotiations" with these companies "for market research and related services in various parts of the world."

He said, "Selection of advertising or public relations agencies to represent the new U. S. travel service on a worldwide basis would be deferred."

The present plan calls for the use of the four agencies to help the travel service organize its program. Interpublic will be asked to provide planning assistance to the central headquarters staff in Washington on such assignments as the preparation of basic materials, sales promotion literature, and site locations and design. The other agencies will be asked to take market research assignments overseas.

■ Each of the four agencies will be asked to designate a representative to serve on a committee which will coordinate the services of the agencies with those of the travel service.

Whether or not the travel service will ever have a single advertising agency was left as a matter for future discussion. #

Magazines for Industry Applies to SEC for Stock Sale

WASHINGTON, Aug. 3—Magazines for Industry Inc., New York, today applied to the Securities & Exchange Commission for authority to register sale of 135,000 shares of common stock. The company will be the first business paper publisher to "go public" in several years.

Most of the proceeds of the stock will be used to acquire publications, start new ones and promote existing publications, the company said.

■ According to the prospectus, $100,000 of the proceeds is to be used for additional promotion of food and drug packaging, and the launching of a new publication to be called *The Candy Marketer.*

Another portion of the proceeds from the stock sale will be used to retire a $60,000 bank note, and the remainder will be added to working capital and used in whole or in part to purchase existing trade publications, for which preliminary negotiations are now being conducted.

The company, formerly Don Gussow Publications, publishes *Candy Industry & Confectioners Journal, Bottling Industry* and *Food & Drug Packaging.* At present it has 225,000 common shares outstanding, of which Don Gussow, president, owns 77.8% and management officials as a group 98.7%.

The new stock is to be offered on an all or none basis through underwriters headed by S. D. Fuller & Co. Prices and underwriting terms were not disclosed at this time. #

Cogsdill Named to Oversee Chrysler Ad Operations

DETROIT, Aug. 4—Chrysler Corp. today named an administrator to oversee all advertising operations in one of the first moves under the new committee regime (AA, July 31).

Francis E. Cogsdill, former executive assistant to E. C. Quinn, sales vp, was named director of marketing services, a new post. In his new capacity he will supervise all corporate advertising services, distribution, sales promotion, and used car merchandising programs.

Mr. Cogsdill is a newcomer to advertising. He joined Chrysler in 1955 as a staff executive in the engineering division. In 1957 he became staff administrator of the styling section. The following year he was named executive assistant to Lynn A. Townsend, then group vp of international operations and now new Chrysler president.

Richard E. Forbes, who has had responsibility for reviewing divisional ad plans, remains as director of corporate advertising, reporting to Mr. Cogsdill.

■ In January, 1961, Mr. Cogsdill became executive assistant to Mr. Quinn, who remains the No. 1 man in the corporation's sales and advertising operation.

Chrysler also named a new director of market planning, Thomas A. Ostby, who will supervise corporate marketing plans, programs and objectives, consumer research, sales analysis, and special sales and merchandising programs.

Mr. Ostby is a salesman, with all his experience at Chrysler in sales. He joined the corporation in 1945 and last year he was made director of corporate sales service.

Reeves Drags Ad Image Down, Freberg Asserts

(Continued from Page 2)

that the FTC cracked down . . . Thank God somebody cracked down . . . The ad game has been toe-dancing on the outskirts of fraud for a long time now.

■ "It's a shame advertising in general had to be dragged into this whole ugly mess. But the reason all of the thousands of splendid, honest and highly creative people in the business have become guilty by association is that the industry has allowed tasteless advertising to exist on the air. What the networks should have examined a long time ago is the manner in which advertisers, fraudulent or not, make use of the medium.

"The airwaves belong to the people and although it may come as a shock to some on Madison Ave., those airwaves are there for a little more than simply getting a 'unique selling proposition,' as Reeves puts it, into the heads of 180,000,000 people as many times a day as possible."

■ He noted that Ted Bates & Co. is supposed never to have lost an account. "Naturally," he said. "They are the perfect advertising agency. Not only do they never rock the boat, and avoid incurring as few production costs as possible (by his own confession Reeves recommends keeping the same ad for ten years or more), he evidently keeps clients happy by telling them what all clients secretly want to hear: that people are genuinely interested in their product, no matter what it may be. That consumers will hang on every word of their advertising. That they are sitting glued to their television just *waiting* for that movie to be interrupted by a man talking about bad breath, or the drainage of sinuses, or a frank discussion of 'regularity'."

■ Later in his talk, noting Mr. Reeves' concern over originality, Freberg proposed an organization called "Originalics Anonymous," to help creative advertising people overcome originality; perhaps, he thought, Mr. Reeves could get a client to invent a reverse tranquilizer ("Bromide Seltzer would be a good name") to turn creative daydreams into stark conformity, and new ideas into old saws. Originalic members would come sit with each other until "an original thought passed." #

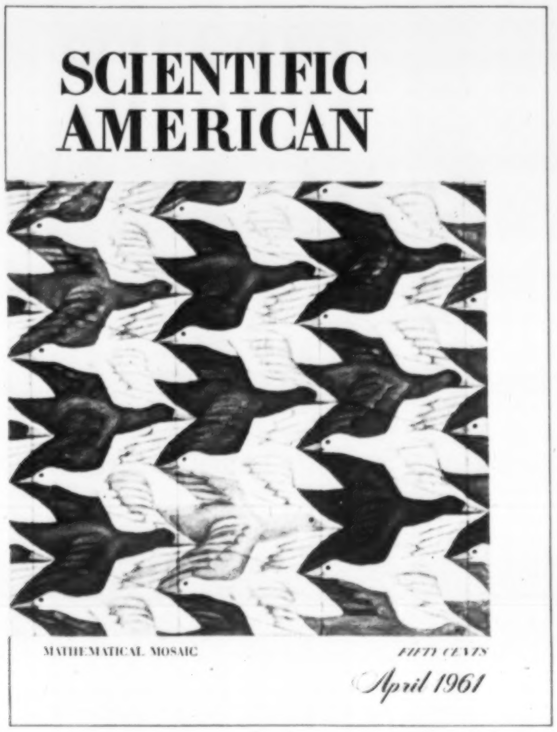
Chaney to New York; See Succeeds Him at BBDO

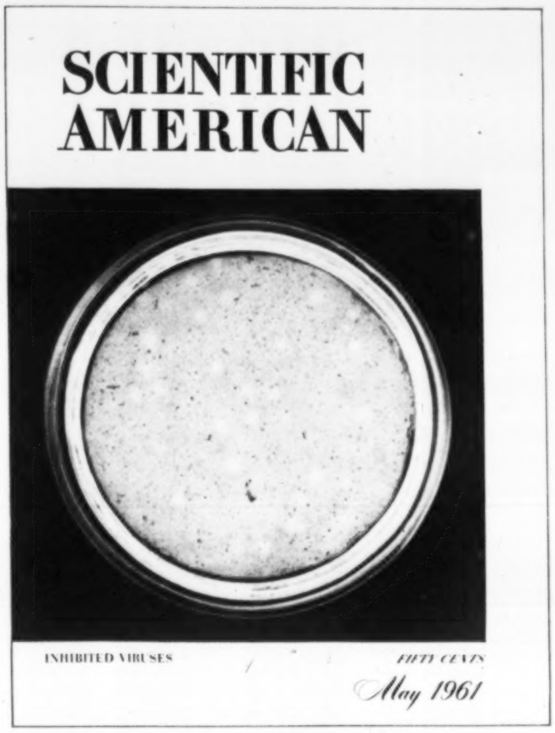
Bobb Chaney has been appointed director of new business of Batten, Barton, Durstine & Osborn, New York. He leaves BBDO's Minneapolis office, where he has been Twin Cities regional manager, Sept. 1. Mr. Chaney succeeds William R. Gillen, who held the position in Chicago.

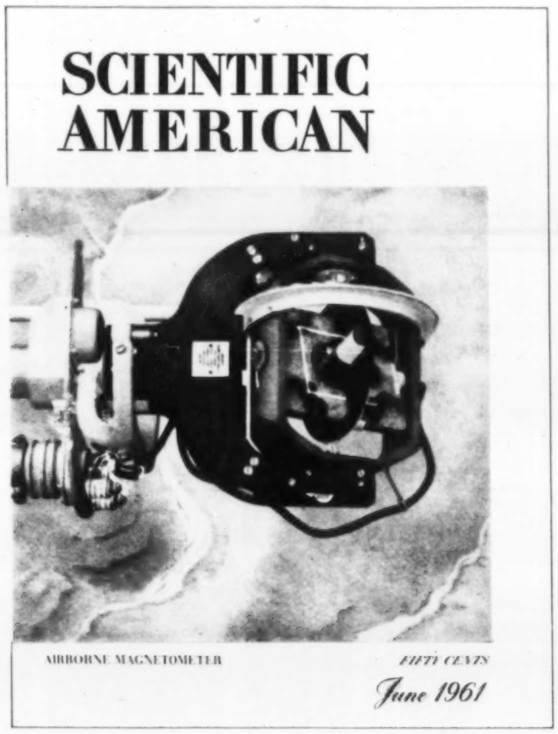
Bobb Chaney

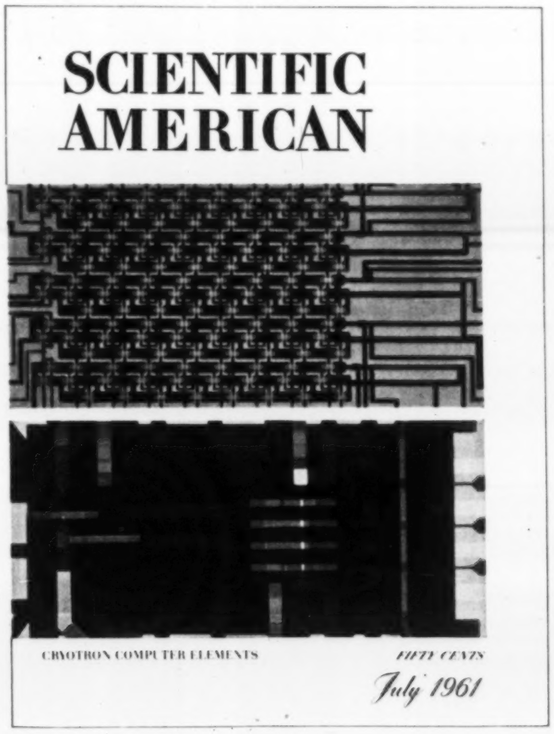
Henry W. See

Henry W. See will assume Mr. Chaney's Twin Cities responsibilities. Mr. See is presently in New York, where he is vp.


SCIENTIFIC AMERICAN
MATHEMATICAL MOSAIC
FIFTY CENTS
April 1961


SCIENTIFIC AMERICAN
INHIBITED VIRUSES
FIFTY CENTS
May 1961


SCIENTIFIC AMERICAN
AIRBORNE MAGNETOMETER
FIFTY CENTS
June 1961


SCIENTIFIC AMERICAN
CRYOTRON COMPUTER ELEMENTS
FIFTY CENTS
July 1961

The readers of SCIENTIFIC AMERICAN know the stories behind these four covers. Our readers are the men of Technical Management, and they tell us that they read our magazine at home, enjoying an average of four hours with each issue. They are enriched by the understanding of current innovation in science and technology uniquely presented in our pages.

These readers — more than 275,000 engineers, research scientists and technical executives — have made industrial profits dependent upon constant innovation in plant, process and product. Their stern demands determine the purchasing patterns of industry. More than 450 corporations know this and know the way to speak to Technical Management successfully is to speak to them through our pages. We will be pleased to send you a complimentary copy of our September issue in which all advertising space was sold out a month before the regular closing date.

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

Everything it Takes in Type

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Prune Board Sets Trade, Education Drive for 1961-'62

SAN FRANCISCO, Aug. 2—A stepped-up program of trade merchandising and home economics teacher education highlights advertising and sales promotion plans authorized here by the California Prune Advisory Board for the 1961-'62 crop season.

Strong consumer magazine, institutional and grocery trade advertising, special promotion in Europe, and a heavy pr program will be continued, prepared by the San Francisco office of Botsford, Constantine & Gardner, under the supervision of account executive Stanley G. Swanberg.

All of the 1961-'62 promotion will be financed from a budget of $584,000, three-fourths of which will be allocated for market expansion activities in the U.S. and abroad.

▪ Estimates of the total crop production for the new season, according to Mr. Swanberg, are not yet fully verified.

"However," he said, "the fact of another short supply, the fourth consecutive year of such a condition, is clearly evident now. This situation is exceptional and is due to uncontrollable caprices of nature."

Ray W. Jewell, manager of the board, explained that "key factors in the food distributing field in the U.S., Canada and abroad have traditionally shown great interest in the influences that shape supply and demand for California prunes.

"The prospect of another short crop season," Mr. Jewell continued, "with its influence on price and distribution factors, emphasizes the importance of increased merchandising activities as provided for in the new budget."

▪ Among features to be included in the trade promotion plan is a new retail prune merchandising manual. Emphasis also will be placed on ways to build effective in-store displays.

During the post-holiday season, Mr. Swanberg pointed out, retailers will participate in a major store display contest.

Educating of home economics teachers will be the aim of full-page color ads in *Forecast* and *What's New in Home Economics*.

These ads will invite requests for a series of new printed material stressing high dietetic qualities of prunes, and the program will be a joint effort between the agency and the board's pr consultants, Flanley & Woodward, New York.

Consumer advertising will be concentrated in women's service magazines, *Good Housekeeping*, *Ladies' Home Journal*, and *Better Homes & Gardens*.

In addition to these full-color ads, the schedule provides for a "spectacular" four-color ad, jointly sponsored by General Mills and the board.

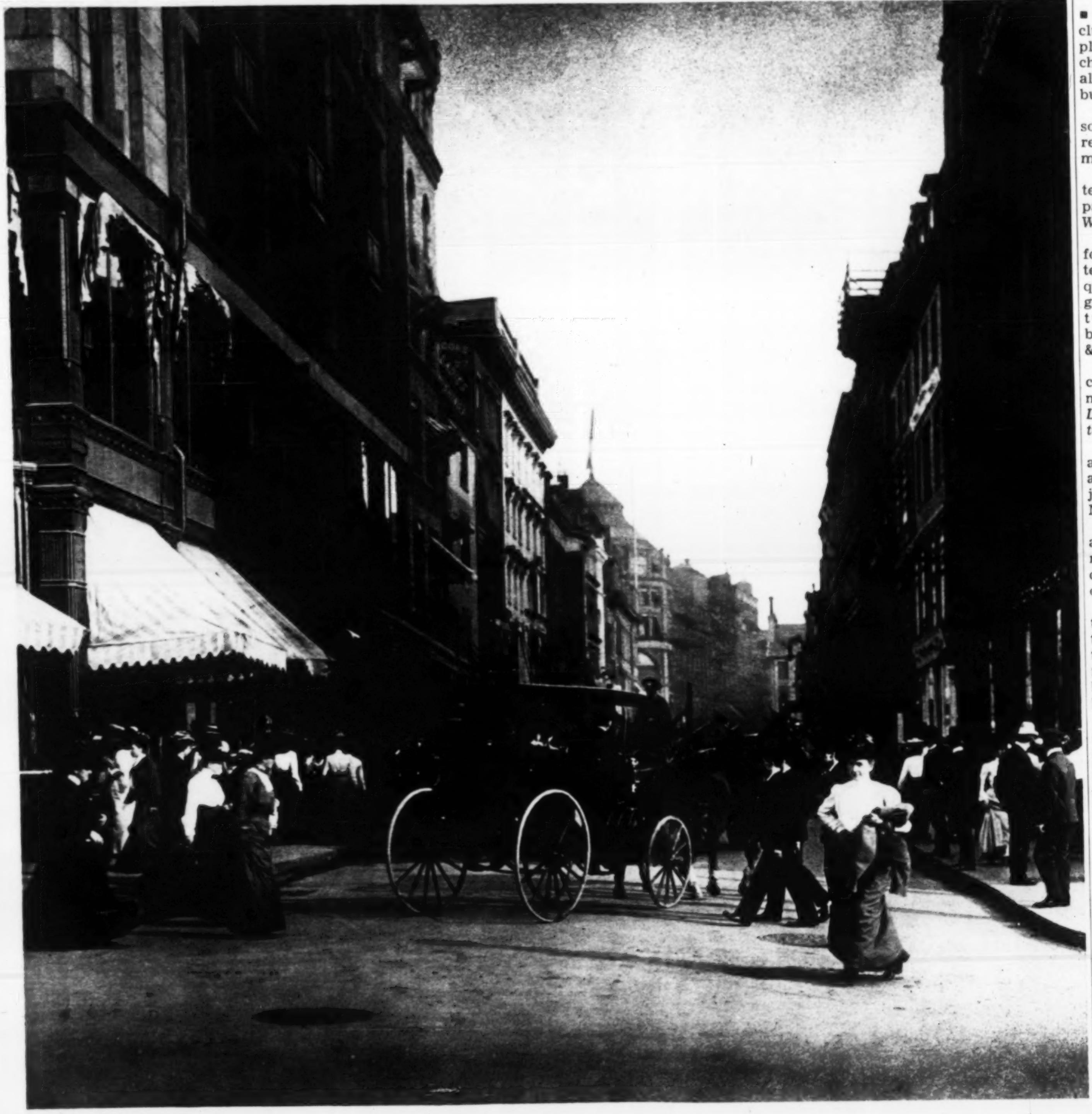
Also to be featured in February, 1962, insertions will be the recipe for a new whipped prune cake, created by Betty Crocker of General Mills.

The headline will banner the thought, "Great New Idea From the West," and this promotion, tying together Softasilk cake flour and California prunes, will be heavily merchandised by both organizations.

Advertising to the institutional trade will consist of four-color inserts in *Institutions*, *Volume Feeding Management* and *Restaurant Management*. The wholesale and retail grocer trade will be reached through *Chain Store Age*, *Progressive Grocer*, *Food Topics*, *Supermarket News*, *California Fruit News* and *Western Packing News*.

▪ Now in prospect are public hearings to be supervised by the California State Department of Agriculture on a proposal to lift the present ceiling on maximum per ton assessments for promotion purposes.

At present, the top levy is $2 per ton on both growers and packers. Proponents of lifting the ceiling argue for a provision in the California marketing order to permit boosting the maximum assessment from the present $2 to $5 per ton, or a total of $10 on both growers and packers. ≠



Skirts are shorter and shopping lists longer

These days Boston is bustling, building, booming, buying at a pace faster than ever before.

It's a new, big town. And the favorite newspaper is The Boston Globe — especially in the juicy 18-44 age group. That's the group with growing families, growing budgets, growing charge accounts and a growing loyalty to the pages of The Boston Globe. More of the people in this acquisitive age group read The Globe — 478,000 to the Herald-Traveler's 325,000.

A new study of Boston Market newspaper audiences reveals The Globe is first choice of the "Buying Bostonians." Conducted by Carl J. Nelson Research, Inc., in consultation with the Advertising Research Foundation, the survey shows The Globe leading in every classification of newspaper audience.

Highlights of this study are contained in a new brochure, "The Buying Bostonians," available from your Million Market Man. Just ask for a copy.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

Dole Boosts ten Bosch

J. R. ten Bosch, for the past seven years merchandising manager of Dole Corp., San Jose, has been named to a new marketing position of director of sales development. He will report to C. Harry Bleich, Dole vp and director of marketing.

Lloyd Advertising Moves

Lloyd Advertising has established new headquarters at 401 S. Gardner Ave., Charlotte, N. C. The agency formerly was located in Fayetteville, N. C.

PRSA President Sees Smooth Merger for PRSA and APRA

DALLAS, Aug. 1—In a talk to the North Texas chapter, Public Relations Society of America last week, the president of PRSA, retired Rear Admiral Harold B. Miller, director of public relations for Pan American World Airways, covered three fields of interest:

1. Progress and problems relative to the merger of PRSA and APRA July 1.
2. Future plans of the organization.
3. The role of public relations from a standpoint of international relations.

Mr. Miller said that some of the merger problems such as name, dues and officers will be voted on at the annual meeting to be held in Houston next November. PRSA has 3,400 members, APRA has 1,200.

"We may lose some members," he said, "but after everything is settled, the combined membership figure should be about 4,000-plus." At present the PRSA board of directors and the APRA executive committee constitutes the governing body.

■ "I can see only good days ahead" for the organization, Mr. Miller predicted. A new chapter has been added in Richmond, and chapters in Baltimore and Fresno will be added in the near future, he said.

He stressed that the true job of public relations is fire prevention. "We're tired of being fire fighters. We must indoctrinate management to bring public relations in when making policy decisions.

"Russia says that capitalism is decadent. If they prove that we are crooks, we are sunk. We should take every element in our life and paint a picture that is the best we can paint and which must be a true picture.

"The wrong people are making trips. When a Soapy Williams says, 'Africa for the Africans,' it makes us look ridiculous. We must get to these people and make them realize we are sincere and honest," he said.

"Mr. K. has the possibility of 20 new African nations in the United Nations, each of whose votes is equal to ours. Regardless of whether you like the U.N. or not, it is the only outlet we have—the only place to go.

"We must prove that capitalism is not decadent. We can do it, thanks to the jet age, through the interchange of people. But the proper people must be sent. Otherwise we're lost and the world is lost," Mr. Miller concluded. #

Fuller Promotes Cluck

Donald E. Cluck, formerly general sales manager for the trade paint sales division of W. P. Fuller & Co., San Francisco, has been named director of trade paint sales and marketing. The new division reporting to Mr. Cluck will include Palmer Field, advertising manager, as well as marketing planning and marketing research.

Allen Joins Adler Agency

Gerald C. F. Allen has joined William Hart Adler Inc., Chicago, as vp in charge of media and research. Mr. Allen formerly was vp and director of Advertising Analysis Inc., Chicago.

Post & Morr Names Bergstedt

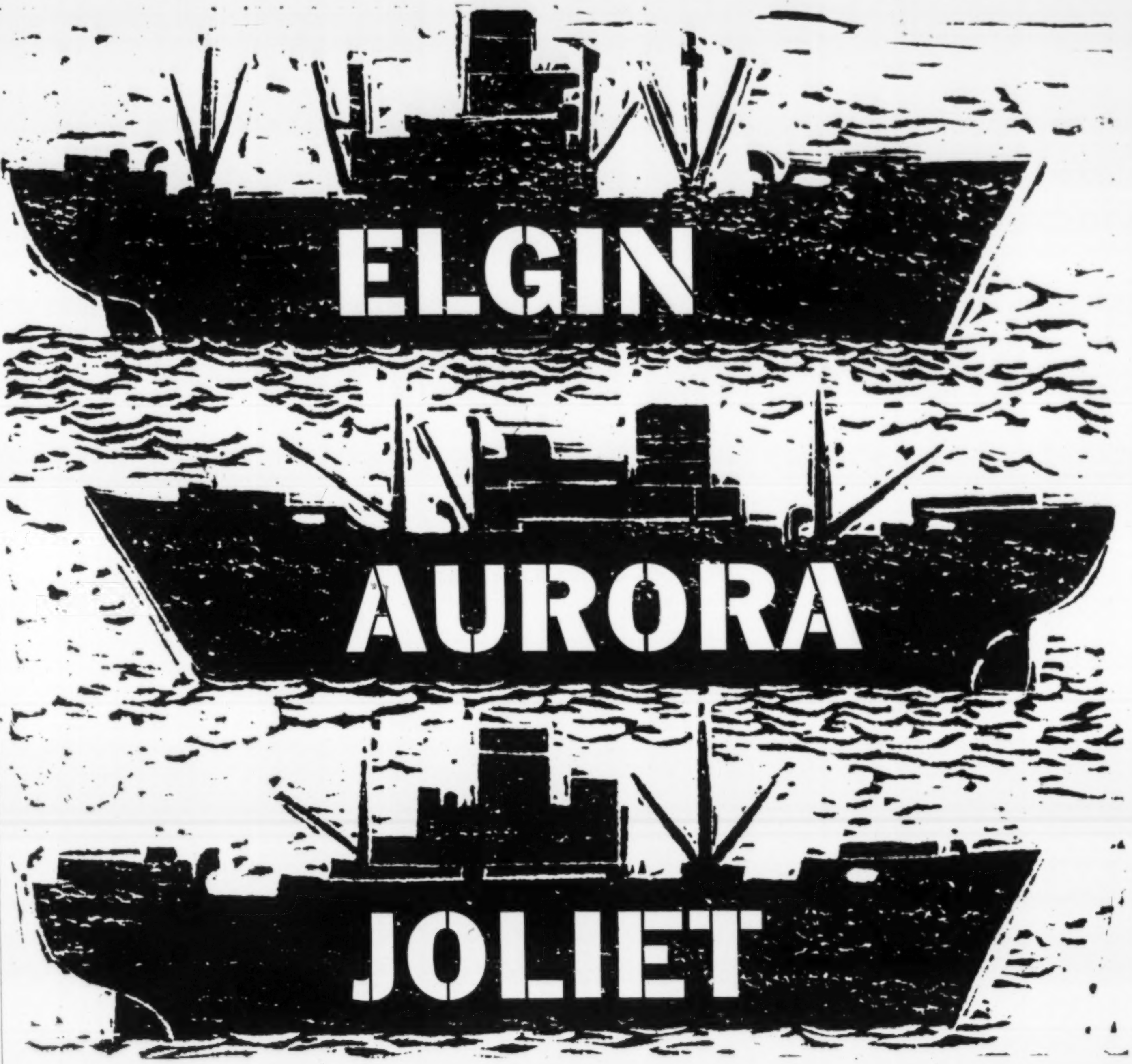
Alan Bergstedt has been named assistant treasurer and controller of Post & Morr, Chicago. He formerly was a senior accountant for Price Waterhouse & Co., Chicago.

Spray Craft Names Meltzer

Spray Craft Auto Painting Co., San Francisco, has named Richard N. Meltzer Advertising, San Francisco, to handle its account. An accelerated advertising program is planned, keyed to fit the company's expansion plans.

'Family Weekly' Adds Two

Family Weekly, Chicago, will be carried in *Green Bay Press-Gazette* and *Appleton Post-Crescent*, Wisconsin dailies, starting Sept. 24. These additions bring the number of newspapers distributing *Family Weekly* to 197.



NORTHERN ILLINOIS MARKET ON THE MOVE!

By seaway, airway, railway, and tollway, Northern Illinois is a Market on the Move—growing and going places fast. Elgin, Aurora, and Joliet are trading centers for this seven-county growth area stretching outward from Chicago. And the market's three dominant daily newspapers are the *Elgin Courier-News, Aurora Beacon-News, Joliet Herald-News.* When you buy all three you save 9½ cents a line.

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ELGIN COURIER-NEWS

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BUY ALL 3 OF THE BIG 3 AND SAVE 9½ CENTS A LINE

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Marty

D. THOMAS MILLER, CHICAGO

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As of August 15th, these are the exclusive reps for ABC-TV's Owned & Operated stations.

Meaning they represent WABC-TV, New York; WBKB, Chicago; KABC-TV, Los Angeles; WXYZ-TV, Detroit; KGO-TV, San Francisco . . . the most uptrending stations in these top markets . . . and speak knowingly about the 5 markets where a healthy slice of the nation's spending money is spent.

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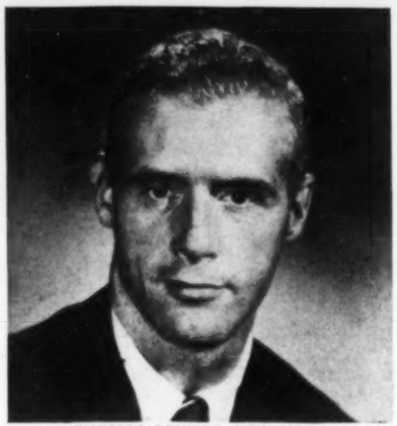
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Tom

JOHN McELFRESH, CHICAGO

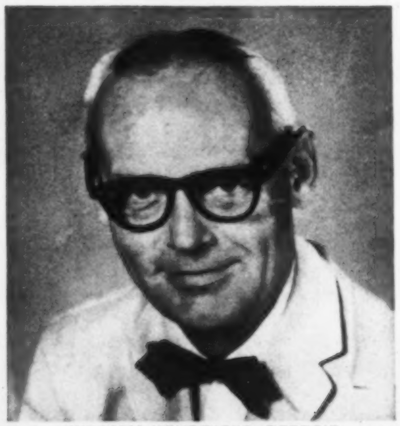
John

PHILIP GORE, CHICAGO

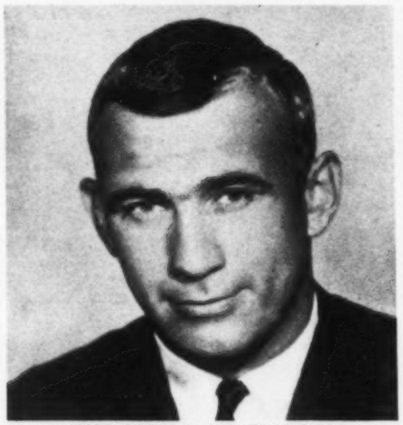
Phil

FRANK SARACENO, CHICAGO

Frank


WILLIAM HENDRICKS, DETROIT

Bill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These men know all about their business. And plenty about yours. They were hand-picked for their first-hand knowledge of the markets. They will concentrate 100% of their activities on these key markets. Whatever you want to know about the markets, research- or availability-wise, these 18 men know. Or will find out. Fast.

Call the one closest to you, geographically speaking.

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277 Golden Gate Avenue, San Francisco 2, California, UNderhill 3-0077

The Editorial Viewpoint . . .

General Foods and Advertising

On July 26, General Foods Corp. held its annual stockholders' meeting. Board Chairman Charles G. Mortimer and President Wayne C. Marks reported the good news that sales and earnings set new records last year, resulting in an 8½% improvement in per-share earnings.

They also reported the even more pleasing information that the first quarter of the current fiscal year, ended June 30, was the best first quarter in the company's history, up 5% from the previous year.

They also reported—and not incidentally—that worldwide advertising expenditures of General Foods were up about 10% for the year, to a record of nearly $121,000,000. And that an additional $92,000,000 was devoted to "expenses related to serving the grocery trade, exclusive of transportation and warehousing."

As for the advertising expenditures, Mr. Marks said: "I want to underscore that these expenditures cover all the dollars we spend in all forms of consumer promotion to stimulate the separate sales of each of our some 250 product items which are sold under more than 30 major brand names."

If the advertising business were to award a medal to a company for its advertising activities, that medal would undoubtedly go, without debate, to General Foods Corp. Not because it spends such a substantial amount of money on advertising, and not because it has increased its expenditures year by year—nor not even because it makes such excellent use of advertising as a marketing weapon—but simply because it has integrated advertising into normal corporate thinking and operations more sensibly and more reasonably than any other company.

Even Procter & Gamble—that darling of the marketing and advertising instructors—has not "accepted" advertising as an important member of the corporate family in quite the same matter-of-fact manner as General Foods. General Foods was the first company—and remains one of a very small handful—to report on its advertising expenditures in its annual reports and at its annual stockholder meetings; and former adman Charles Mortimer's discussion of General Foods' advertising philosophy, which was printed in these pages a couple of years ago, still remains the best exposition of what advertising is all about, from the standpoint of the company employing it importantly as a marketing instrument.

Despite the fact that advertising is an extremely important expenditure to thousands of American corporations, there are still too many who tend to be apologetic about their advertising expenditures, or secretive about them, or both. And in too many high corporate offices, there are still too many executives who do not really understand advertising, or believe in its value.

A more widespread total acceptance of advertising into the corporate family, as is the case at General Foods, would be of immense value to advertising and to American business and industry.

Also, you'd have to be a veteran adman to remember when General Foods last dropped an agency. The dream of most agency men is to achieve, somehow, somewhere, the kind of stability with their clients which GF has with its agencies. The legend goes that when a new account man turned up at General Foods, he was welcomed—but somewhere in the conversation Ralph Starr Butler would say to him: "Remember, at General Foods we don't change agencies—we change people."

Recognition that people can be changed, while retaining the experience of the organization which employs them, is the hallmark of the knowledgeable advertiser—the advertiser who appreciates something of the cost involved in agency changes.

A Case of Self-Entrancement

In reporting an agency change for Burma Shave last week, one of ADVERTISING AGE's frisky young writers launched the story with a jingle—the kind of jingle that, for decades, Burma Shave has spread all over the American landscape via its distinctive roadside signs.

In doing so, he pointed up pungently a marketing lesson of great importance, and one which is not so rare as most of us might think.

The story said that Burma Shave will begin a new spot tv campaign about Sept. 1, and is considering whether to continue using roadside signs. To which, of course, thousands of marketing men who have no interest whatever in Burma Shave will be saying, "Well, it's about time." Because the glory that was Burma Shave's has passed it by, while the company sat entranced, through the decades, with the advertising device it had created.

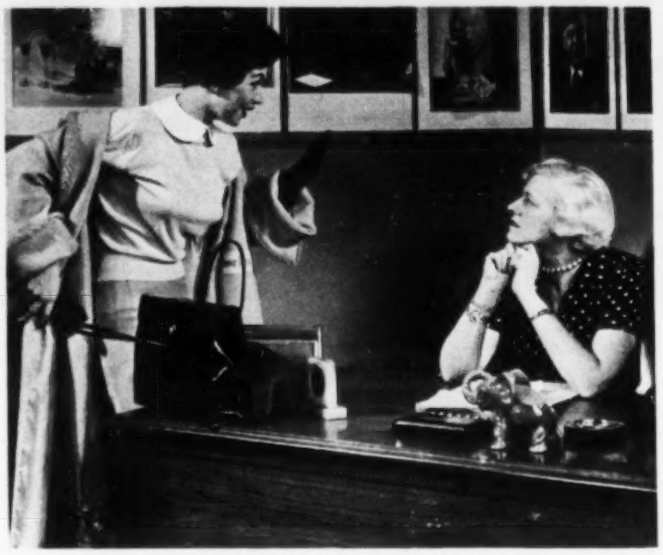
A good many people have wondered, through the years, whether Burma Shave people were half as much interested in selling their product as they were in producing rememberable roadside jingles. Others haven't bothered even to wonder; they have been sure that this was the case.

Marketing men with long memories are inclined to bracket Burma Shave and Alka Seltzer together, as two products which rose spectacularly, at about the same time, through the use of unusual advertising in unusual media. Burma Shave did it with its roadside jingles; Alka Seltzer achieved importance as a national product with an almost equally total concentration in car cards—in the days when American cities had street cars.

The difference is that Alka Seltzer recognized its medium for what it was—a means of delivering a sales message for the product, and not an end in itself. It branched out into other media, and changed its advertising and media strategy as circumstances and conditions changed. It never confused a means with an end, and sensibly and realistically, it adapted its advertising operations to the demands and the realities of each emerging situation.

Burma Shave stuck with its jingles . . . and stuck.

Gladys the beautiful receptionist



—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"He says he's got something new in a canned sales talk—it's pressurized!"

What They're Saying . . .

The President Sets the Pace for His Company Executives

This power shows itself in many ways of which the president may be only vaguely aware. For example, he serves as a model for his subordinates in countless matters. Does he set some kind of balance between work and relaxation, hobbies and business? If he does, his associates—to varying degrees—will follow suit. Does he maintain rigid standards on expense accounts and fringe use of company facilities, or the opposite? In either case, others will reflect the same standards or lack of standards. Does he take his job seriously, wade into problems with vigor and decisiveness, even enthusiasm? If so, this same attitude will find expression in those who work with him.

It is the nature of man to look for models and that tendency is considerably reinforced if the model also happens to be the man who is hiring and firing, promoting and punishing.

—From the Acme Reporter, published by the Assn. of Consulting Management Engineers.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"For the sixth year GE is top-rated among teen agers," the headline says.

Here's one area where it's evident there's been no tarnishing of the corporate image.

•

The rising tide of color keeps on rising, as R. Hoe reports that in the first half of '61 the volume of r.o.p. color in daily newspapers increased 7.7% over the first half of last year.

•

Somebody may have tossed some lemons among those oranges as the Florida Citrus Commission prepares to interview other agencies, although "Benton & Bowles has done a splendid job over the past six years."

•

"Camel tastes good like a cigaret should" is not a steal, but just another indication of the family unity in evidence among the brand promoters in Winston-Salem.

•

The addition of fluoride to Ipana toothpaste may be, and probably will be, called a case of riding the Crest of that wonderfully popular dental hygiene wave.

•

Fair trade has been down and counted out a number of times already, but nevertheless its advocates are in there fighting for the passage of national legislation before wilting congressmen adjourn this session.

•

Noting the way FTC has attacked poetic license in tv commercials, the makers of Eveready batteries took the precaution of having reporters present when a demonstration of lifting an airplane was staged.

•

"To an editor who aspires some day to be the Herb Mayes of his particular field" is the way a publisher headlines his classified ad.

Few editors survive long enough to become such household words.

•

Illustrating what it means by the necessity for digging, an agency looking for a farm copywriter points out that one of the subjects to be dug into is that of post-hole diggers.

•

The variety of '62 automobile models, sizes and prices may bewilder the poor consumer, the Detroit editor of AA predicts.

As a matter of fact, he's a little punch-drunk already.

•

Henry Schachte is moving from the U. S. Lever Bros. operation to the Unilever management team in London, a suggestion that maybe these Americans do know something about merchandising.

•

Pierre Martineau tried to explain Americans' liking for new and improved products to a Zurich audience, and perhaps he should have pointed out that used cars represent an important part of the automobile "planned obsolescence" market.

•

The anguished cries of welfare workers who objected to the Newburgh plan of having able-bodied men on the dole perform useful labor suggests that relief is even more important to the relievers than the relieved.

COPY CUB.

63 PERCENT OF DELAWARE VALLEY'S POPULATION LIVES IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.

BUCKS COUNTY
MONTGOMERY COUNTY
PENNSYLVANIA
MERCER COUNTY
TRENTON
NORRISTOWN
BRISTOL
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
WILMINGTON
DELAWARE RIVER
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW JERSEY
SALEM COUNTY
NEW CASTLE COUNTY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

5,500,

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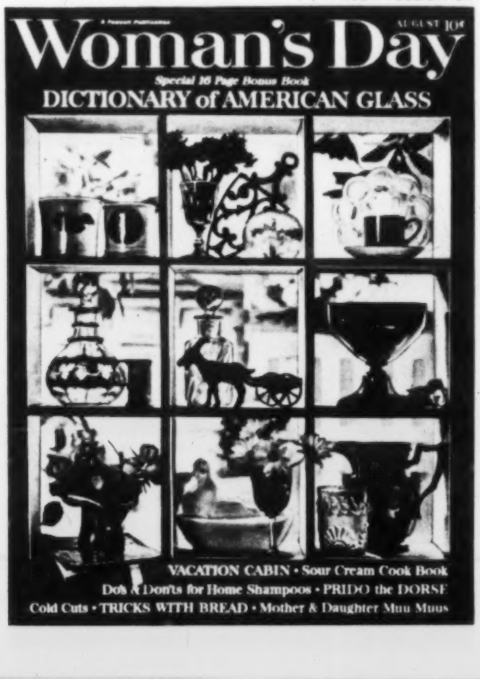
als!

The current "forced circulation" controversy again underscores the rapidly growing strength and stature of Woman's Day in the woman's service field. Every copy of Woman's Day sold represents a voluntary cash purchase —a single copy sale—at full cover price. No deals. No gimmicks. No special subscription offers or inducements. No high pressure tactics are ever used or needed. The magazine simply sells itself. That's the way it has been for the past 25 years. ❧❧ Woman's Day is now the fastest growing magazine in the woman's service field only because more and more women want it, use it, and are taking the trouble to go out to buy it.

Jan. 1962 guarantee. No cost per thousand increase over the current guarantee of 5,000,000. Bonuses for the last quarter '61 will exceed a total of 3,500,000 copies.

A FAWCETT PUBLICATION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Woman's Day
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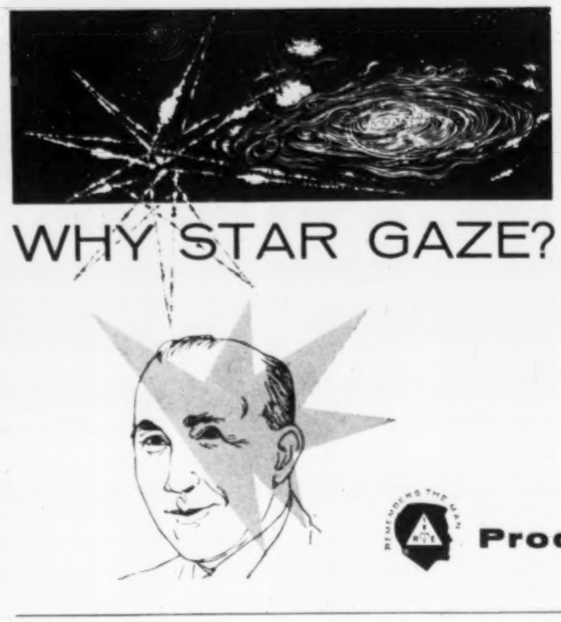
Cold Cuts • TRICKS WITH BREAD • Mother & Daughter Muu Muus



From Alaska to Australia and all around the world, scientists scan the sky with giant radio-telescopes, "listening" for the music of the spheres. To these radio astronomers the night is never silent. Ageless unseen stars talk to them; and from the mass of hisses and crackles, electronic instruments pinpoint a growing number of new friends, making up a radio map of the sky far different from the sky as we know it. These dedicated scientists include hundreds of members of The Institute of Radio Engineers. Through them and their writings in *Proceedings of the IRE*, a world-wide pool of knowledge is brought to our nation.

While some IRE members are thus reaching out beyond our Universe, many thousands of others are working as devotedly on matters that concern our own planet. The IRE encourages both, rewarding research that is useful but not necessarily spectacular.

Fittingly, the IRE's Medal of Honor, highest annual technical award in the field of electronics, goes in 1961 to a man whose researches apply not just to our own world but to possible links with other worlds as well. His field: communications networks. Dr. Ernst A. Guillemin gets the award for "Outstanding scientific and engineering achievements."

Join the IRE in fostering worthwhile research; advertise in *Proceedings!*

Proceedings of the IRE

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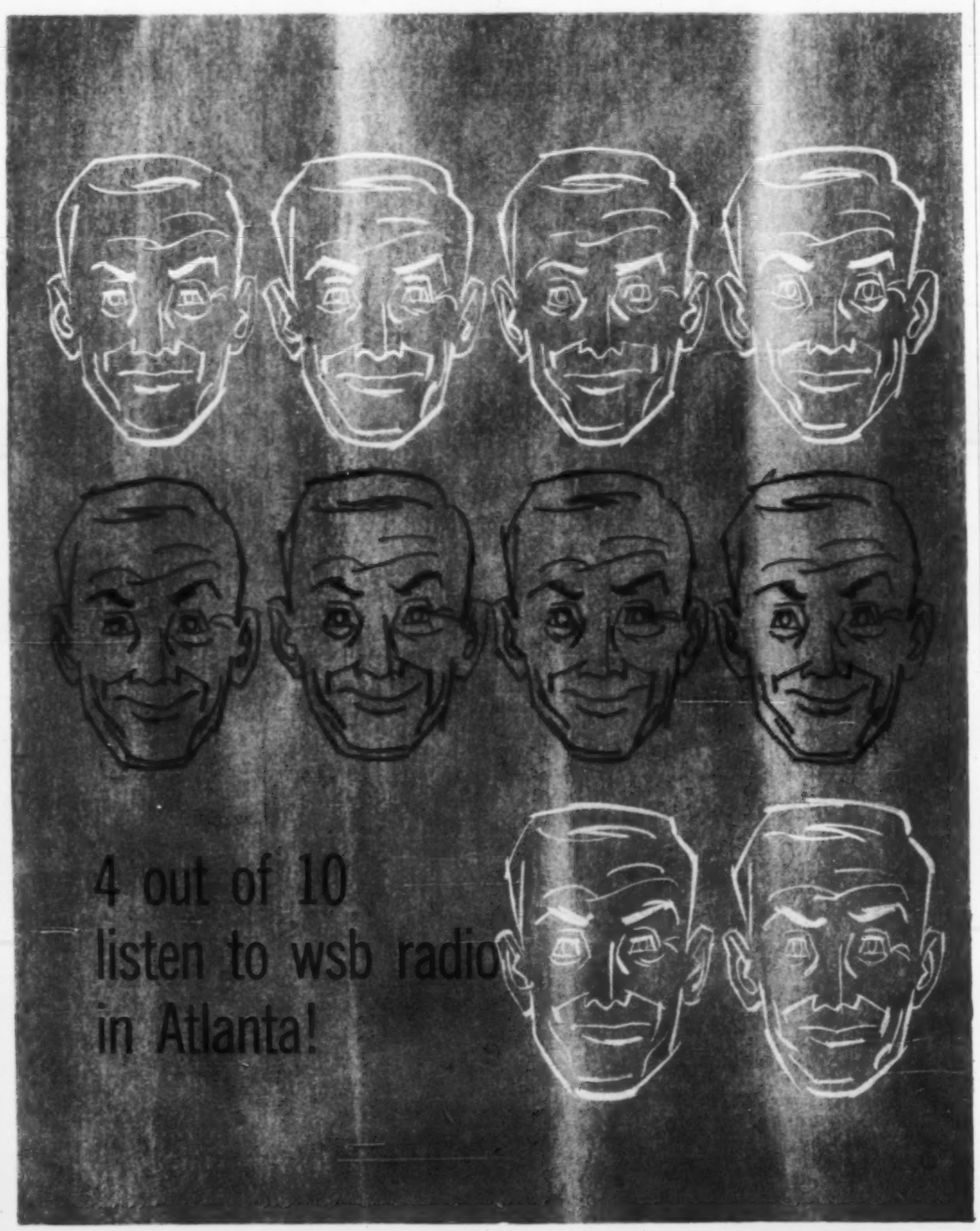


DAY AND NIGHT . . . an average of 4 out of every 10 Atlanta radio listeners are tuned to WSB. The latest Nielsen report shows a 43.5% average quarter-hour share of Atlanta area audience (March-April, '61.) Four times as many people listen to WSB Radio as to any other station in metropolitan Atlanta. (And, there are 16 stations here, too.) WSB's consistent dominance of Atlanta radio results in consistent sales for WSB advertisers!

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co. Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Getting Personal

Richard Goennel, New York advertising representative for *Ladies' Home Journal*, and **Henry B. Du Pont,** treasurer of E. I. Du Pont de Nemours & Co., are in England as sailing partners in the international Fastnet race. It takes about six days over a 700-mile course . . .

Larry Walker, exec vp and general manager of WSOC-TV, Charlotte, has been named to the newly formed advisory committee on educational tv, set up by the North Carolina state board of education . . .

Long, long ride, indeed: **Al Lanken,** southern representative of Official Films, was on the Miami plane that was hijacked and taken to Havana. He had a print of "Long, Long Ride," a Peter Gunn episode he was taking to New Orleans to sell to stations there . . .

Biggest news at M. H. Hackett Co. is a little girl named Melinda, born July 24. Her father, **Montague H. Hackett Jr.,** and grandfather, **Montague Sr.,** are partners in the New York agency . . . A fourth child, Peter Roger, was born in mid-July to **Roger F. Kelly,** Detroit advertising sales representative of *The Saturday Evening Post* . . .

Skillful skeet shooter **John J. Poster,** vp and group supervisor at Fuller & Smith & Ross, Pittsburgh, bagged another trophy for himself. He won the annual Clark Trophy skeet championship July 22 at the Homestead Skeet Club, Hot Springs, Va.—in a twilight shoot-off where it was so dark the two contenders were shooting at only the silhouettes of their targets as they flew between the mountain tops . . .

The new state of Arizona road map published by Humble Oil & Refining Co. duly records "Foster's Ulcer Gulch," a ghost town not far from Phoenix, honestly won by **Anne Foster,** J. Walter Thompson copywriter, as first prize in a contest for admen (and adwomen) sponsored in 1959 by *The Saturday Evening Post*. Mrs. Foster has yet to make the western trek to her town, occasionally still receives bids to sell it, some time probably will . . .

Bruce Bortner, research manager of SRDS-Data Inc., New York, has been awarded the medallion as 1961 "graduate marketing student of the year" at Temple University. The award is made annually by the Philadelphia chapter of the American Marketing Assn. . . .

TO THE VICTOR—*David N. Martin of Cargill, Wilson & Acree gets a kiss and a trophy for winning the first annual golf tournament sponsored by the Richmond, Va., adclub. Bestowing the honors is Jackie Allen, Miss Centennial.*

Kurt J. Mann, head of Mann-Ellis, New York agency, has sold his estate at Pleasantville, N. Y., to Sidney Poitier, stage and screen star . . .

Robert Hyland, vp of CBS and general manager of Radio Station KMOX, St. Louis, has been elected a vice president of the St. Louis city and county unit of the American Cancer Society . . .

Busy and versatile: **Ruth Vendley Neumann,** vp of Houston Advertising, Skokie, Ill., has a new book out entitled "Cooking with Spirits," published by Reilly & Lee. As the name suggests, it's full of some 500 recipes enhanced with alcohol. Ruth explained that it took two years of recipe testing and writing to produce it. She's now at work on a second cookbook—"Conversation Piece Cooking"—which she hopes will be published shortly . . .

Portrait of a dedicated adman: **Leo Burnett,** board chairman of Leo Burnett Co., Chicago, walking out of the lobby of the Prudential Bldg. after hours with a bulging briefcase under one arm and two boxes of Salvo, new heavy-duty detergent being test marketed by Procter & Gamble, under the other . . .

Lynn Clarke, a production assistant at Ketchum, MacLeod & Grove, New York, and husband **John Clarke,** a radio announcer at WMTR, Morristown, N.J., were among the New Jerseyites recently routed out of bed around 3 a.m. by policemen and taken to headquarters for overdue traffic tickets. The Clarkes' rude awakening, they found out, stemmed from Lynn's failure to pay an overtime parking ticket last May . . .

From Down Under—Chicago ad people who were lucky enough to meet the **Kurt von Wolffs** during their brief stay in the Windy City were treated to some interesting conversation about advertising in Australia. Kurt is managing editor of Index Publishing Co. in Melbourne, and also is in public relations (and has lived, believe it or not, in 32 different countries). His charming wife, Pat, handles fashion accounts for Carden Advertising. They are on a four-month 'round-the-world tour . . .

At the Chicago International Trade Fair, opening July 25, **Bill Gregg Jr.,** an artist with Clinton E. Frank, was lucky winner of a trip for two to Europe. His ticket was pulled in a drawing for members of the Chicago Assn. of Commerce & Industry . . .

Larry Doherty, AA associate editor in Chicago, and his wife Jackie have a new addition—Matthew John, who weighed in at 8 lbs. 1 oz., July 27. He's the Doherty's second child, first son . . .

Honors—**Prudence W. Allured,** publisher of *Manufacturing Confectioner* and *American Perfumer*, was made a "dean of the confectionery industry" July 24 by members of the National Candy Wholesalers Assn. at their annual convention in Chicago . . .

Family plans board—While agency man **Maurice H. Needham** and his wife think about plans for their golden wedding anniversary Sept. 14, plans for another event are in the making—that of the forthcoming marriage of Sally Getz, the Needhams' granddaughter, to **R. Douglas Stuart III,** son of **Robert D. Stuart,** vp of Quaker Oats Co., and grandson of **R. Douglas,** Quaker board chairman. The wedding date, however, depends on the groom-to-be's assignment from the U.S. Navy . . .

How ***big*** *is*

$2,453,644,922?

For one thing, it's about the sum needed to run the City of New York for 12 months.

It will buy you more than 400 of the biggest jet airliners (complete with spare parts) . . .

It's about 2½ times as much as all the budgets invested by advertisers in national magazines during 1960 . . .

It will pay for five nuclear-powered aircraft carriers the size of the new U.S.S. *Enterprise* . . .

AND – it is also the amount of money that National Geographic families intend to spend on NEW automobiles during 1961-62!

How do we know? Because they tell us so – as one of many facts evolving from our latest Readership Study. More than ½ of all Geographic families in the U.S. and Canada say they plan to purchase cars in the next two years, an enormous group of 1,164,000 prospective customers for the auto industry. And 7 out of 10 of these – or 800,000 – expect to buy *new* cars, paying an average price of $3,082.

In short (if you *can* be short about any sales potential of almost 2½ *billion* dollars), this is another dramatic example of how these high-earning, heavy-spending families comprise one of America's richest markets for all types of quality goods and services.

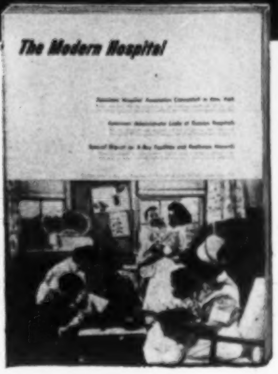
Whether you're selling cars or cameras, travel or tires, widgets or whatevers, the advertising pages of National Geographic wield a profitable power of auto-suggestion upon our audience of more than 2,500,000 families. They earn somewhat better than 27 billion dollars a year. Interested?

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market



∴

(THEREFORE)

THERE'S THIS RELENTLESS LOGIC to magazine leadership: a professional or business magazine that serves its readers best (in the hospital market, THE MODERN HOSPITAL) serves its advertisers best (in the hospital market, THE MODERN HOSPITAL).

THE MODERN HOSPITAL has, since 1913, commanded substantially the largest inducement-free subscription circulation (and the largest inducement-free subscription renewal) in the hospital market.

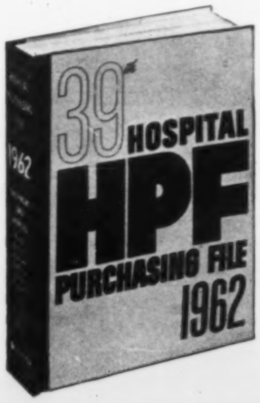
∴ THE MODERN HOSPITAL has, since 1913, commanded the largest number of pages from the largest number of advertisers and the largest investment of advertising dollars of any hospital magazine.

∴ In planning your marketing program in the hospital market, you really should find out why.

∴ ***Why not ask for Documented Evidence of Superiority of The Modern Hospital in every phase of hospital marketing either you or your client may want to know about. Ask the other hospital magazines, too—and be sure the evidence is documented!***

THE MODERN HOSPITAL
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

F. W. DODGE CORPORATION
A McGraw-Hill Company



Helps hospitals buy from you in 1962

Be sure your catalog of hospital products is on file in the 1962 Edition of HOSPITAL PURCHASING FILE—for distribution to every hospital of twenty beds or more, retained for use when hospital buyers and department heads seek product information. Hospitals come here to buy—your catalog on file here will help them buy from you.

ACT NOW FOR 1962 Edition of HOSPITAL PURCHASING FILE. Your space reservation should reach us by September 1. Closing for publisher-printed catalogs due September 15, furnished catalogs by October 30. Ask for new survey report on use of HOSPITAL PURCHASING FILE and for complete market information.

HOSPITAL PURCHASING FILE • 1050 Merchandise Mart, Chicago 54.

What Crown Zellerbach Is Asking Agencies

In June Crown Zellerbach's consumer products division announced that it was dropping Cunningham & Walsh at the end of the year and was inviting other agencies to bid for its $1,000,000-plus account (AA, June 5). Here is the questionnaire that C-Z sent to interested agencies (no successor to C&W has been named as yet):

1. **Names and Titles of Principal Officers**
2. **Growth of Office Which Would Handle Our Account**
   a. Total billings in 1956
      Total billings in 1960
      Anticipated billings in 1961
   b. Percentage of total billings from accounts not more than two years old in 1960
      in 1961
   c. Percentage of total billings from accounts you have had for ten years or more in 1960
      in 1961
3. **Experience**
   a. What grocery-distributed consumer goods accounts do you have? How long have you served them?
   b. What accounts in this class have you lost in the past two years? How long did you serve them?
4. **Facilities**
   a. Can you describe briefly the facilities *currently* available in the office which would handle our business? What departments? How many people in each?
   b. Would this office depend on other offices for any services? What kind of services?
5. **Marketing and Campaign Planning**
   a. Can you, on later request, present convincing evidence to show how you gather and analyze marketing data, arrive at logical, sound objectives, prepare integrated advertising and sales promotion plans to meet them?
   b. Can you, on later request, show examples of creative effort as guided by appropriate research which has resulted in securing a unique competitive advantage for one of your clients?
5. **Sales Promotion**
   a. To what extent do you normally participate in client sales meetings and trade meetings?
   b. Can you, on later request, show examples of promotional brochures, sales aids, p.o.p., which you have designed for your clients?
   c. Are you called upon frequently (seldom) to make special presentations to your clients' customers? To your clients' top management?
7. **Research**
   a. What types of research do you regularly use for the benefit of your clients?
   b. What other types are you experienced with?

Big-City Dailies Suffered Biggest Linage Losses: IDPA

CHICAGO, Aug. 1—Midwest newspapers in non-metropolitan areas had less of an advertising linage loss during the first six months this year than dailies in the larger 52 cities measured by Media Records.

Total linage dipped 4.3% for Midwest newspapers in the 10,000 circulation class, and 6.1% for those of 25,000 circulation, for the first six months this year, according to Inland Daily Press Assn. Dailies in the 52 cities showed a decrease of 6.8% for the first half.

Greatest losses were in the national automotive category—down 25.2% for the 10,000 circulation group; 23.7% for the 25,000 circulations, newspapers; and 15.4% for the metropolitan dailies.

▪ The 10,000 circulation group decreased 3.8% in local display, 1.4% in classified, and 6.9% in the "other national" (non-automotive) category. The total decrease for all national advertising was 16.3%.

Inland's 25,000 group decreased 5.5% in local display, 4.3% in classified, 11.0% in non-automotive national, and 14.5% in total national. Dailies in the 52 cities were down 5.2% in local display, 9.1% in classified, 6.8% in non-automotive, and 9.7% in total national.

The IDPA compares gains and losses among 33 dailies in the 10,000 class and 20 newspapers in the 25,000 circulation bracket. #

Foster & Kleiser Names Barrett President, Succeeding Odell

Foster & Kleiser, San Francisco, a division of MetroMedia Inc., has appointed Ross Barrett president, succeeding Laurence H. Odell, who has resigned for reasons of health. Mr. Odell will carry out special assignments for the parent company.

Ross Barrett

Mr. Barrett joined Foster & Kleiser in 1958 as vp and general manager of its southern division in Los Angeles. In 1959 he was named exec vp and moved to the company's general office in San Francisco.

Aylin Opens Dallas Office

Aylin Advertising Agency has appointed Walter G. Clark to head its new Dallas office, located at 3415 Cedar Springs. Mr. Clark was formerly a senior account executive of Sam Bloom Advertising Agency, Dallas.

media director or design engineer?

✗M ✗W

READ 31 READERSHIP OF YOUR MESSAGE BY DESIGN ENGINEERS IS WHAT YOU WANT, AND GET IN MACHINE DESIGN.

He's a media man caught in the chain reaction of problem solving. He shifts strategy, drops newspapers, adds magazines . . . decides to diversify, adds six . . . decides to concentrate, drops seven . . . all the while blending creative intuition against an ocean of facts. The design engineer also finds one decision leads to another . . . and another. Solves a drive problem . . . needs a new control . . . needs a different material . . . now a fastener . . . and so it goes. To keep ahead in either field, media or design, they must keep ahead in *all* areas. The design engineer keeps on top of his job by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

BPA NBP

MACHINE DESIGN

MORE EDITORIAL AWARDS

MORE READERSHIP

MORE ADVERTISING PAGES

MORE READER RESPONSE

MORE EFFECTIVE CIRCULATION

MORE MARKETING AIDS

This 2 Inch Ad Ran In Two Consecutive Issues

WANTED

We are searching for a book entitled "How to Build, Equip and Operate A Cotton Mill" published by Frank P. Bennett & Co., Inc., about fifty years ago.

If anyone has a copy available, will you please contact:
Frank P. Bennett
286 Congress Street Boston 10, Mass.

We ran it for a Burlington Industries' executive. It drew replies* from Long Island City, N. Y.; Midland, Ontario; Lowell, Mass.; Pendleton, S. C.; Lewiston, Maine; Gastonia, N. C.; Wake Forest, N. C.; Somerset, Mass., and Greenville, S. C.

* Photostats available

That Shows Textile Industry Coverage.

AMERICA'S TEXTILE Reporter

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

Argus Sets Fall Campaign

Argus Cameras Inc., Ann Arbor, will use seven magazines in a fall program for its photographic line. They are *Camera 35, Holiday, Life, Modern Photography, Popular Photography, Sports Illustrated,* and *U. S. Camera.* Supporting this is a dealer incentive program and point of sale material. This will be the first Argus campaign under its new agency, Kudner. Argus is a subsidiary of General Telephone & Electronics Corp.

Frederick Promotes Lubman

Purdue Frederick Co., New York, has promoted Seymour A. Lubman to vp in charge of marketing and sales. He has been vp in charge of sales since 1958.

Whiteman Joins Danar

Maxine Whiteman, formerly with Conde Nast publications, has joined Nat Danar Inc., New York, advertising consultant, as a creative designer.

51% of Niagara Falls Natives Often Shop in Other Towns

NIAGARA FALLS, Aug. 1—How do the shopping areas in Niagara Falls rate with local consumers? What improvements can be made by merchants to bring in more shoppers? What percentage of consumers shop outside the city?

The answers to these questions and many others were revealed when results of a comprehensive shopping survey conducted here last January were released by the New York State department of commerce.

Answers from 1,500 women, comprising 76 organizations, were evaluated by the department of commerce and were presented to merchants by Gordon H. Stedman, senior business consultant of the department's bureau of business services.

The survey was made by the Retail Merchants Assn. and the Niagara Falls area chamber of commerce in cooperation with the department of commerce and the *Niagara Falls Gazette.*

■ Where do the 1,544 persons who took part in the survey shop?

The report said that 904 persons interviewed shop in the Main St. area, 427 in the Falls St. area, and 89 in both districts. The two main shopping areas attract nearly 87% of the shoppers.

In about seven out of eight cases, the principal wage earner in each family is employed in Niagara Falls. A total of 51% of the shoppers said they often shopped away from Niagara Falls; 45% said they seldom shopped elsewhere; 4% said they did all their buying here.

Mr. Stedman said the number of shoppers who buy out of town is higher than in comparable communities, averaging about 40%.

■ "The survey showed that about half of Niagara Falls residents often leave their home area to shop," said Mr. Stedman, noting the competitive presence of nearby Buffalo as well as many shopping plazas. The existence of good transportation routes as well as the prevalence of auto ownership also were called factors.

Some 95% of Niagara Falls families have a car and 28% have two or more cars.

Why do local persons shop outside the city?

About 66% said they shopped elsewhere because a wider variety of merchandise is offered. Easier parking was called a factor by 37.7%, and better quality, proper sizes and lower prices followed close in importance.

The survey revealed that 45.2% of persons here do not buy in discount stores and that 38% make 10% or less of their purchases in such stores. Eleven % allocate from 10% to 50% of their total purchasing to discount houses.

■ A total of 62% of local shoppers said prices here are the same as, or lower than, in nearby communities.

Slightly more than half of the persons quizzed said they do their shopping between noon and 5 p.m. and said they preferred to do night shopping on Thursday, Friday or Monday nights, in that order.

Shoppers, 86.4% of them, said daily newspaper advertising is most helpful to them, ranking ahead of Sunday newspapers (53.2%); direct mail circulars (18.5%); radio (7.7%); and

SOME PLAIN TALK ABOUT SELLING IN TEXAS

It's a big, rich, sprawling market—and it takes big thinking to sell it! Big thinking starts with The Texas Group—the powerful newspapers that represent the Texas "influence cities"—controlling the large majority of Texas buying power! Need proof? Look at the automobile business—

86% of Texas' total sales in the wholesale distribution of motor vehicles are made in these cities—an annual volume of $792,920,000!

69% of Texas' wholesale automotive "aftermarket" sales are made in the metropolitan areas covered by The Texas Group—an annual volume of $333,406,000!

Studies of retail automotive sales in all Texas metropolitan areas show *The Texas Group cities account for 58.5%—an annual volume of $956,305,000!*

With this kind of record—for automobiles or any product, idea or service—it stands to reason you need The Texas Group to sell Texas! *One order—one rate—one bill—with 879,137 daily circulation, and discounts to 23%.*

STANDARD, SPORTS, COMPACT, FOREIGN

The TEXAS GROUP

Represented Nationally by The Branham Company

OLD
KENTUCKY TAVERN
AGED 8 YEARS
BOTTLED IN BOND
Nothing matches this rich, luxurious taste

NEW BOURBON PUSH—*Glenmore Distilleries will launch a major newspaper and magazine drive for Kentucky Tavern Aug. 15 with the magazine space featuring four-color photography by Alan Fontaine. D'Arcy Advertising is the agency.*

television (7.4%).

"In comparison with other communities, Niagara Falls rates newspapers and direct mail as more helpful than the average," said the report.

■ Are shoppers satisfied with parking conditions downtown? Forty-three per cent said yes and 57% said no. The reports said that while less than a majority were satisfied with parking conditions, the reaction is substantially better than in comparable communities.

Some 56% said the cost of downtown parking is a deterrent to shopping in Niagara Falls. Slightly more than two out of three persons appeared satisfied with a metered-lot arrangement. ≠

Advertising, Art Winners on Display in San Francisco

The first California showing of entries in the "complete advertising campaign" category of the annual All-Western Advertising Craft Competition sponsored by the Advertising Assn. of the West is now under way at San Francisco's World Trade Center Library and will continue through Aug. 15. Adolph Schuman, chairman of the World Trade Authority, and Eugene Hoffman, American President Lines, chairman of the AAW international advertising library committee, are jointly sponsoring the exhibit.

Top winners in some of the media competitions will be on display, as well as samples of advertising from Japan, supplied by Dentsu Advertising, Tokyo. The display also includes winners from the AAW-Zellerbach collegiate advertising art competition.

NBC Canada Sets Show Unit

National Broadcasting Co., through its subsidiary, NBC Canada Ltd., has set up a unit in Toronto for the production of live television programs. First shows to be produced by the new unit will be "It's a Hit!," a musical program; "Celebrity Crosswords," an entertainment panel show; "For the Love of Mike," a situation comedy; "I Predict," an interview program; "Family Classic Theater"; and "Big News," a news game program.

WMMM Joins Mutual

WMMM, Westport, Conn., formerly an independent, has affiliated with the Mutual Broadcasting System.

Alexander's Sues Korvette

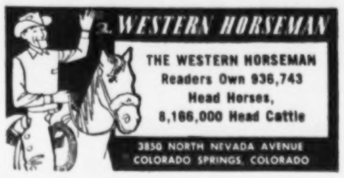
Alexander's Department Stores Inc. has filed a $10,500,000 treble damage anti-trust suit against E. J. Korvette Inc., New York, and Schwabro Corp., claiming that defendants violated the anti-trust laws in conspiring to purchase control of Alexander's. If Korvette exercises certain options this month, it will have about 45% of Alexander's voting stock. Alexander's seeks to enjoin Korvette from voting its present shares or acquiring any additional shares, and asks Korvette to divest itself of present holdings. Korvette has denied any improper conduct in connection with its minority acquisition of Alexander's.

Korvette to Charney

E. J. Korvette Inc., discount department store chain, has appointed Charles J. Charney & Co., New York, to handle advertising in fashion magazines, outdoor and transportation. The bulk of the account will be in the latter two media, starting with a 50% three-month showing in the Audubon Park, N. J., area to promote a new Korvette unit. This will be followed by campaigns for new stores in Trenton and Huntington, N. Y.

Gerdts Adds Account

Baldwin-Ehret-Hill Inc., Trenton, N. J., has named H. J. Gerdts Co., New York, to handle its advertising. Eldridge Inc., Trenton, was the former agency.


THE WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

This is a typical
Cleveland food buyer
*(The upper economic half
buys most of
the packaged food)*

This is a typical Cleveland
Plain Dealer subscriber
*(Most of The Plain Dealer
circulation goes to the people who
buy most of the packaged food)*

*This is your customer
and our customer*

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N.Y. • 9801 Collins Ave., Miami Beach 54, Fla.

good reproduction + correct dot structure = your money's worth in the magazine

This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

All color engravings for wet printing are proofed exclusively on 4-color proof presses

Frank Cognard Lescoeur Porson

VISITING FRENCHMEN—*Clinton E. Frank Co., Chicago, recently hosted the French Distribution Study Group, which has been touring the U.S., for an afternoon. Here, two of the 15-member group—Michel Cognard, marketing consultant, French Productivity Center, Paris, and Michel Lescoeur, managing director, Publicis, French agency—look over ad proofs with Clinton E. Frank, agency head, as M. Porson, from the French embassy in Washington, interprets.*

PREFERRED READING

With men who make industrial advertising

says **DAVID F. BEARD,** *General Director of Advertising*
Reynolds Metals Company

"Anyone who is ambitious to grow personally and to better serve his company must continue to learn. That is the reason I have read Industrial Marketing for many years and why I urge everyone in our department involved in industrial advertising to read every issue."

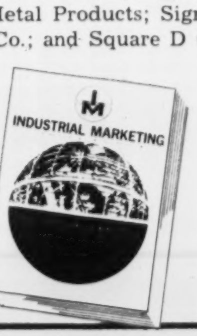
A veteran and versatile advertising executive, Mr. Beard joined McGraw-Hill in 1923 straight out of the University of Pennsylvania. He was a market research and advertising representative for that publishing company from 1926 to 1937, serving in various cities in the east, midwest and south. In 1937, he was named manager of McGraw-Hill's direct mail division (with headquarters in New York), a position he held until 1944 when he joined the Reynolds Metals Company at Louisville as manager of advertising and public relations. In his present post as general director of advertising for Reynolds, Mr. Beard (now working out of Richmond) has executive responsibility for an advertising program which earmarked $800,000 for the business press in 1960. Among the professional organizations in which Mr. Beard has held office are the Association of National Advertisers and the Association of Industrial Advertisers.

says **JOHN A. PRIEBE,** *Media Director*
Reincke, Meyer & Finn

"Reading Industrial Marketing regularly is the best way I know to keep on top of what's happening in this business. The editorials are, of course, timely and loaded with interesting facts and figures. But in addition to this, I find that the ads run by various publications serve to keep me abreast of last minute changes in markets, circulation and buying influences."

Mr. Priebe started his advertising career in the Texrope sales department of Allis-Chalmers in 1941. Within a year, he was transferred to the advertising department as media supervisor, a title he held for the following decade. Retaining media as his subject matter, but switching to the agency field, Mr. Priebe made the change in 1952 when he accepted the post of media director for Reincke, Meyer & Finn. Established in 1907, this Chicago agency represents a number of industrial concerns and placed more than $2,000,000 in business publications during 1960. Among the RM&F accounts are American Chain & Cable Co., Inc.; C. P. Clare & Co.; James B. Clow & Sons; Falk Corp.; Lyon Metal Products; Signode Steel Strapping Co.; Sloan Valve Co.; and Square D Co.

INDUSTRIAL MARKETING
200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK



Seagram Sets Biggest Ever Yule Promotion

MIAMI BEACH, AUG. 1—Seagram Distillers plans its biggest Christmas promotion this year, it was announced last week at the company's distributor meeting here.

"The quantity as well as the quality of our advertising efforts will be the highest in history," George E. Mosley, vp in charge of advertising and sales promotion, told 400 distributors. "We are providing retailers with a maximum of the most effective point of sale display ever devised for the holiday season."

Mr. Mosley said that Seagram advertising "involves the retailer, distributor and the salesmen more profitably than that of any other distiller.

■ "What you do in your markets to make our advertising productive," he continued, "is just as important as what we do to produce it. You are our reliance in making the Seagram philosophy of advertising and promotion understandable and thereby merchandisable to the retailer—in terms of his window, shelf, counter, and floor."

He said Seagram 7 Crown advertising appearing in September will feature bowling. "This bowling feature was the ten strike of the year and perhaps for all time in the area of advertisements with a selling idea—advertisements that keep on creating merchandising excitement long after they have first appeared."

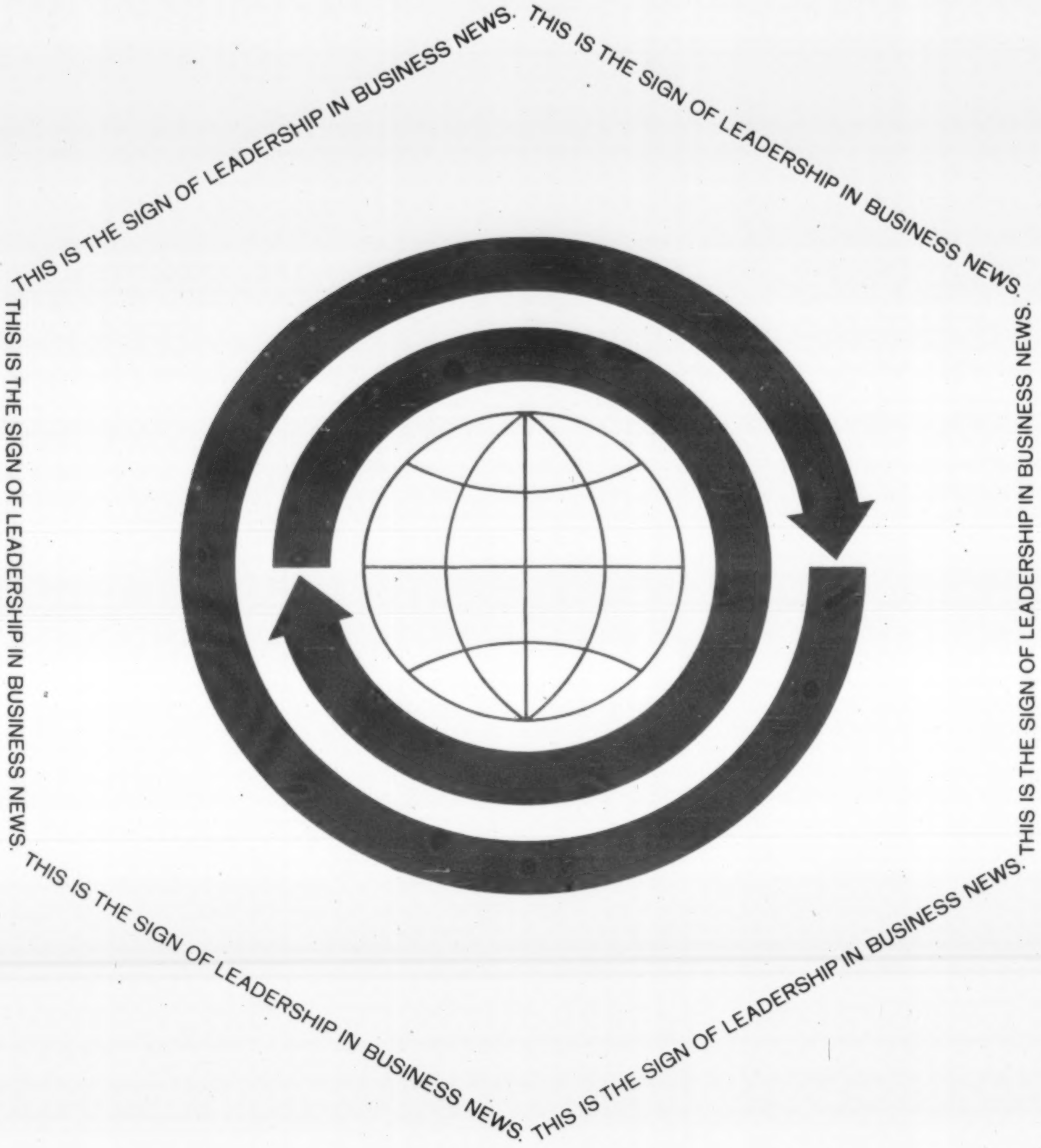
Mr. Mosley said up-coming Seagram's extra dry gin copy will emphasize reason-why, and that advertising for Seagram's V.O. whisky will continue its "Known by the Company It Keeps" theme, and add that: "Only Seagram can make a light whisky that has brilliance of flavor." #

New Weiss Discount Study Out

The 17th in the continuing series of marketing studies by E. R. Weiss, vp and director of special merchandising service of Doyle Dane Bernbach Inc., New York, has been published. It is titled "Marketing's Stake in the Low-Margin Retailing Revolution" and is Mr. Weiss' third report on the subject of discount selling. Free copies are available from any DDB office.

Holmes Adds Wolfe Account

Wolfe Nursery, Stephenville, Tex., has named Jack T. Holmes & Associates, Ft. Worth, to handle its advertising.


THIS IS THE SIGN OF LEADERSHIP IN BUSINESS NEWS.
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THIS IS THE SIGN OF LEADERSHIP IN BUSINESS NEWS.
THIS IS THE SIGN OF LEADERSHIP IN BUSINESS NEWS.

This is the sign of leadership in business news. That's a claim. The fact: 858 reporters located around the globe make

FAIRCHILD
BUSINESS NEWSPAPERS

the largest business newspaper organization in the world. It's the symbol of advertising leadership, too. 1960 lineage shows that, among all national publications, Fairchild Business Newspapers rank first, second and fourth.

THE BIG DIFFERENCE IS
NEWS

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE • FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY

Somewhere East of Laramie...

E. ILLINOIS ST.

To be specific—at 16) East Illinois Street! That's where you'll find the kind of service that is the delight of critical Chicago admen—a good reason why *you'll* benefit when you use the services of Century!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

McKenney Joins WSPD-TV

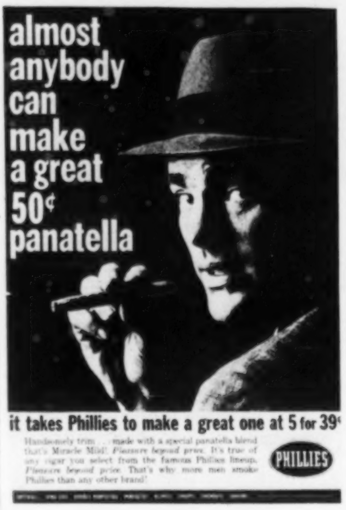
Keith T. McKenney, formerly general sales manager of WJBK-TV, Detroit, has been appointed managing director of WSPD-TV, Storer Broadcasting Co.'s Toledo station. He succeeds Joe Evans, who was recently named general manager of Storer's new subsidiary production company, Storer Programs. Floyd E. (Bud) Beaston has resigned as general sales manager of WSPD-TV to return to Chicago.

Psychology Co. Changes Name

Psychological Research Co., New York, which was set up recently by Dr. Harvey Queen with offices at 500 Fifth Ave., has changed its name to Queen Applied Psychology Co., to avoid confusion with the Psychological Corp.

Ball Heads KLZ Promotion

Gene S. Ball, formerly advertising director of H. A. Marr Grocery Co., has been appointed promotion manager of KLZ, Denver, replacing Jimm Seaney.


almost anybody can make a great 50¢ panatella
it takes Phillies to make a great one at 5 for 39¢
PHILLIES

PRICE—*Bayuk Cigars, Philadelphia, is using newspapers in 200 markets in a new campaign for Phillies, using a price theme. Radio and tv spots also will use this theme.*

Bayuk Sets Campaign Using Newspapers, Radio and TV Spots

PHILADELPHIA, Aug. 1—Bayuk Cigars is using a new theme in a newly launched campaign which uses newspapers in some 200 markets throughout the country, plus radio and tv spots.

The theme is "Pleasure beyond price." Copy in one ad leads off: "Almost anybody can make a great 50¢ perfecto. It takes Phillies to make a great one for 10¢." This is varied in different ads by the type of cigar—and its price—being promoted.

Copy is accompanied by large photographs of cigar smokers by photographer Jerry Schatzburg. Ads range in size from 150 lines to 1,000 lines. Daily and Sunday newspapers will be used in the campaign, which represents a major return for Bayuk to the newspaper medium, according to Magnus Hendell, ad director.

▪ The radio and tv spots carry out the same "Pleasure beyond price" theme, as does a schedule of king-size bus posters. The television spots, beginning in September, are scheduled in and around telecasts of sporting events, mainly Saturday and Sunday afternoons. Most are one-minute.

Phillies will continue its western-theme campaign for Cheroots.

Wermen & Schorr is the agency.

MacDonald Stamp to D'Arcy

E. F. MacDonald Stamp Co., Dayton, new subsidiary of E. F. MacDonald Co. incentive organization, has appointed D'Arcy Advertising, New York, to handle its account.

Fountainhead Formed

Fountainhead International, New York, has been established for the distribution of tv specials produced by Wolper-Sterling Productions. It is located at 6 E. 39th St.

Daniel H. Price Inc. Adds 1

Mack Schwartz Inc., New York, manufacturer of Rain Beauts rainwear boots, has appointed Daniel H. Price Inc., New York, to handle its advertising.

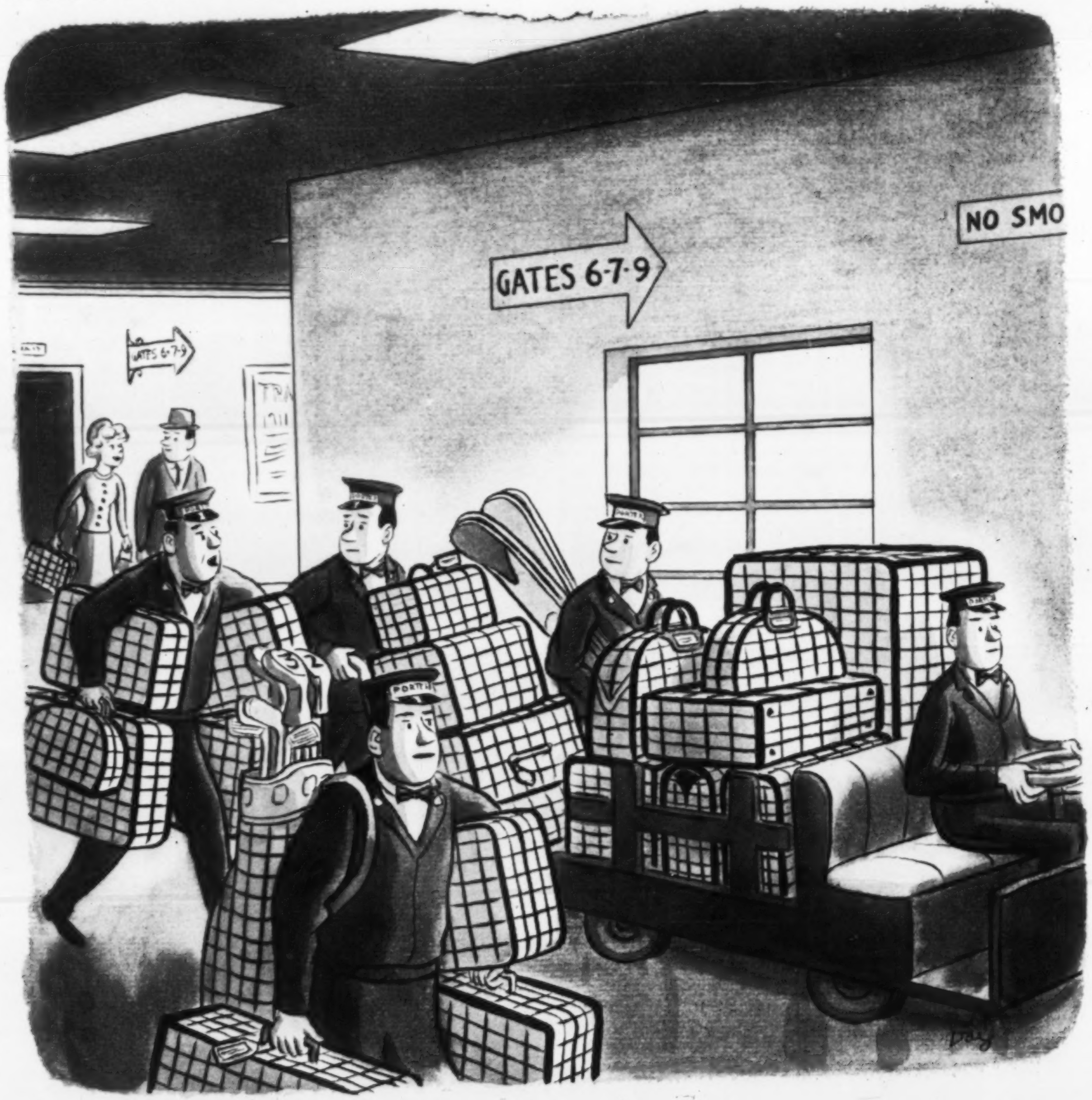
Burlington Appoints Hanson

John K. Hanson, acting advertising director of Burlington Industries, New York, textile producer, has been appointed advertising director.

Flax Advertising Adds Two

Stanley Frocks Inc. and Linda Lee Inc., both of New York, have appointed Flax Advertising, New York, to handle their advertising.

INSIDE SOLID CINCINNATI:



"Yeah, Joe was telling me these Cincinnati Enquirer families have $600 more a year to spend than the average Cincinnati family."

..................SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper... the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

One of the Fairchild Publications

Daily News Record

Reg. U. S. Pat. Off.

Printed in U. S. A.

No. 137 WHOLE No. 21129 ★ ★ ★ NEW YORK 3, N. Y. TEN CENTS One Year $20 Payable in Advance

NEWS

Makes Daily News Record Different

And this difference has enabled Daily News Record to grow from a tiny mimeographed news sheet in 1892 to a five day a week tabloid size business newspaper.

Now an average of forty pages a day brings the business news to all branches of the textile and male apparel industries.

In Daily News Record, the news formula was developed that has made possible all the other Fairchild daily and weekly business newspapers—each a leader in its particular field.

What is the Daily News Record news formula? Give the reader all the news of the industry while it is still news. Then let him make his own judgments based on all the facts.

The success of this news approach is verified by:

- **a $20 a year subscription rate (by far the highest in the industry)**
- **an 80% renewal percentage (high by any publication's standard)**
- **the fact that 9 out of 10 retail executives who ever read Daily News Record are still reading it (just revealed by a new readership study)**

Is it any wonder the Daily News Record advertising volume of some six million lines is unmatched in its field?

Geneva
Into Diplo

Long-Term Political A
Role as Any Short-Te
tional Textile Confere

By J.
Wireless Fairch

GENEVA. — The Internationa Textile Conference, which opens here today, is shaping up as a major diplomatic conclave, rather than a worldwide industry discussion.

It is certain that long-term political aims will play as important a role in talks as any short-term trade objectives.

Warren M. Christopher, special consultant to the U. S. State Department and second in command of the American delegation to the conference, summed up the U. S. Government attitude when he told Fairchild News Service®. "This conference is a major diplomatic problem. The focus is on textiles but there are many crosscurrents involved."

Explaining why the American delegation was not meeting with the press, Mr. Christopher added, "We believe it is in the interest of the United States to move this conference along in a quiet way without any prior widespread discussions."

Meanwhile, Undersecretary of State George W. Ball confirmed

Says U.S. May Ask Japan to Establish Wool Textile Quota

By SHELDON WESSON
Wireless Fairchild News Service®

TOKYO. The United States may have to ask Japan to negotiate an export quota, at the Government level, on wool textiles as well as on cottons, George W. Ball, U. S. Undersecretary of State for Economic Affairs, said at a meeting with Japan's top industrial leaders at the Federation of Economic Organizations here.

The remark was made as part of a general discussion of trade problems between the two countries and was not an "official request or suggestion," according to the source who was present at the meeting.

However, Japanese industry and Government leaders are taking the remark seriously, and it is reported they understand that Mr. Ball will

See MAY ASK JAPAN, Page 32

Look to

E&W

for quality and fashion in Boys' and Men's Apparel

E&W

ELY & WALKER
1511 Locust, St. Louis 3, Mo.

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See INDUSTR

Deeper
Highlight
Domestics

By ALBERT

NEW YORK. — deeper, more vibr fall was noted in lines Sunday at th the National Domes Show at the New Show Building.

The show is being Thursday in combinati New York Curtain Show, under the auspi tional Exhibitors. More than 100 firms are participating in the combined shows.

In the case of tailored bedspreads, it was observed that bold patterns provide the big fashion

See NATIONAL, Page 16

Five Firms Sha
$6,869,094 MC
Wool Cloth A

PHILADELPHIA.—F tracts, totaling $6,869,09 awarded by MC&TSA QM-941, for 339,120 men 44 wool serge coats, to:

DeRossi & Son Co., V land, N. J., 150,000 at $19. $20.50; Franklin Clothes, Inc Woodbine, N. J., 60,000 at $19.76; Cherubino-Pett & Co., Inc., Atlantic City, 70,000 at $20.77-$21.10; Barrister Corp., Philadelphia, 34,120 at $20.97-$21.37; and Bonham (Tex.) Manufacturing Co., 25,000 at $20.50.

Corp. has purchased The Fair, department store firm here.

Lee Starr of Allied's Dalla Co.,

also

The five Fort Worth and a branch in Arlington, Tex., will retain The Fair name.

Mr. Starr said that it had not

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business set-aside

TWILL, Page 32

Stores
Fair

AM STONE

ed yet whether buying would be consolidated with Titche's. Fair managers and present buying staff will remain, however.

The Fair does an estimated $12 million to $15 million volume and Titche's does between $19 million $20 million on its present single The two Dallas branches do

See ALLIED, Page 32

ian Firm
osed in EEC
arlboro Shirt

TIMORE.—A Belgium com- as been formed as Marlboro Co., licensee for the European mon Market countries. The new n, called Marlboro Shirt Co. of elgium S.A., has been incorporated in Ghent, Belgium, and will be located there.

The Belgium company is a subsidiary of an existing firm in the textile field in that country. Harry Kohn, administrative vice-presi-

See BELGIAN, Page 32

xpect
s Rise

Retail Chains in Nation
ins in Profits, Fairchild

Service®

per cent in retail sales in the modest improvement in earngement of the nation's major d chains.

A Fairchild News Service® survey of the heads of leading retail operations across the nation adds up to this:

- Most are bullish on retail performance through Christmas because of recovery from the recent economic recession and the consequent restoration of consumer confidence.
- Expected improvement of consumer spending should generate steady gains in sales rather than a sharp upturn.
- Profits should be at least equal to a year ago and probably ahead, according to the majority of retail executives. But increased competition from discount retailing and within the field of conventional retailing could exert a drag on earnings.
- The general price structure is expected to remain firm.

The forecasts of company heads follow:

NEW YORK. — **Allied Stores Corp.** looks for a 3 per cent rise

See NATION'S, Page 16

Terylene Blend Adopted by Canada For Army Uniform

MONTREAL. — A lightweight Terylene polyester fiber and wool blend has been adopted and is now specified by Canadian Army headquarters in Ottawa for officers' summer uniforms, it is learned.

This is a worsted blend of 55 per cent Terylene and 45 per cent wool in a plain weave light khaki cloth weighing 5.7 ounces to the square yard. It is similar to the Dacron polyester/wool cloth developed for army use in the United States after extensive research there.

The cloth was being made up here in the first place by Leach Textiles, Ltd., Huntingdon, Que., but orders now are being spread

See TERYLENE, Page 16

RELTEX® fabrics

UP
GO
SALES
WITH
DOWNWIND

fast
mover of
men's and boys'
slacks, sportswear
jackets, suits!
washable—also with
wash and wear finish!

fabrics for carefree living
RELTEX FABRICS, Inc.
1410 Broadway, New York
LO 3-2374

$2 billion shot you can make blindfolded

Put yourself closer to the sales pin in Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. With a combined daily circulation of 266,213 and Sunday total of 227,653, the Georgia Group papers deliver the coverage and penetration you need and want. And it's one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald*
COLUMBUS *Ledger and Enquirer*
MACON *Telegraph and News*
SAVANNAH *News and Press*

Represented nationally by **THE BRANHAM COMPANY**

Klemtner Appoints Five

Robert W. Buechert, formerly art director of Paul Klemtner & Co., New York, has been appointed director of art, a new title. Arthur E. Menig, formerly associate art director, has been named senior art director. Two senior designers, Skip Hurley and Joseph J. Tonna, have been named art directors. Ruth McCord, formerly with Ciba Pharmaceutical Products, has joined Klemtner as a copywriter.

D'Arcy Boosts 2; Shifts Rohlfing

Arnold Rohlfing, a vp of D'Arcy Advertising Co., has been named an account executive on American Oil Co. and transferred from New York to the Chicago office. D'Arcy also has named Allen Ducovny, director of the radio-tv department in New York, and Newt Stammer, account executive for RKO General and coordinator of the General Tire & Rubber account, vps.

INSTANT IDEAS!
AUDIO VISUAL IDEAS
PACKAGING IDEAS
DIRECT MAIL IDEAS
LAYOUT IDEAS
PREMIUM IDEAS

It'll be great when advertising and promotion executives can buy jars of powder and just add water to produce instant ideas. Until then, thousands of these professionals will count on Advertising & Sales Promotion. For A&SP provides idea-producing case histories and "how to do it" articles in all aspects of advertising and sales promotion except the purchase of time and space.

The men and women who look to A&SP for ideas represent almost every company in the U.S. spending $25,000 or more annually on advertising, plus their advertising agencies. If you have a product or service of value to these buyers and specifiers, your sales story belongs in

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DIRECT ADVERTISING • GRAPHIC ARTS • AUDIO & VISUAL AIDS • SHOWS & EXHIBITS
SIGNS & DISPLAYS • PACKAGING & LABELING • ART & PHOTOGRAPHY • PREMIUMS, PRIZES & SPECIALTIES

Unions' 'Portland Reporter' Claims 5,600 Stockholders

PORTLAND, ORE., Aug. 1—Portland Reporter Publishing Co., founded by unions on strike against the *Oregon Journal* and *Portland Oregonian*, has more than 5,600 stockholders in 49 states, the District of Columbia, Canada, Costa Rica and Ethiopia. This was disclosed in a recent issue of the *Portland Reporter*, a daily tabloid. The newspaper added:

"However, the majority of stockholders live in Oregon, and about two-thirds of the stock is held in Oregon. Two-thirds of the public stock sale has been to individuals."

In the same issue the *Reporter* gave feature treatment to "a recent larger purchaser of *Portland Daily Reporter* stock," Newton King, owner of King Building Supply, which has three stores in Portland and one in Anchorage, reportedly doing a total gross business of more than $1,000,000. Other stockholders identified in the issue included Sen. Wayne Morse, Sen. Maurine Neuberger, and Oregon Attorney General Robert Y. Thornton.

■ Issues of the *Reporter* commonly run to 32 pages, but occasionally as many as 40 pages are carried. From the outset, classified advertising has been the bulk of the paper's ad space, but local retail linage has been increasing slowly. National advertising is largely lacking.

The strike against the *Journal* and *Oregonian* began Nov. 9, 1959, and continues without settlement. The two dailies continue to publish behind picket lines. Media Records, for the first six months, shows advertising linage for the *Journal* at 8,145,321 lines, off approximately 19% from the year-ago period, and for the *Oregonian* 14,116,902 lines, up almost 11% from a year ago. In the early weeks of 1960 the *Oregonian* and *Journal* published a combined issue. Starting April 18, 1960, separate publication was resumed.

For June, Media Records shows the *Oregonian* down approximately 1% and the *Journal* down approximately 3% from the same month last year. #

WPTR Adds 2; Names Rep

WPTR, Albany, N.Y., formerly handled by Robert E. Eastman & Co., has appointed Daren F. McGavren Co. its national representative. At the same time, Martin Ross has been named to the new post of station manager of the radio station and Anthony Rocco has been appointed to the new post of general sales manager to relieve Duncan Mounsey, exec vp and general manager, of some of his duties. Mr. Ross was formerly assistant to the general manager of WPTR; Mr. Rocco had been sales manager of WKBW and WKBW-TV, Buffalo.

Kasander to PGL Productions

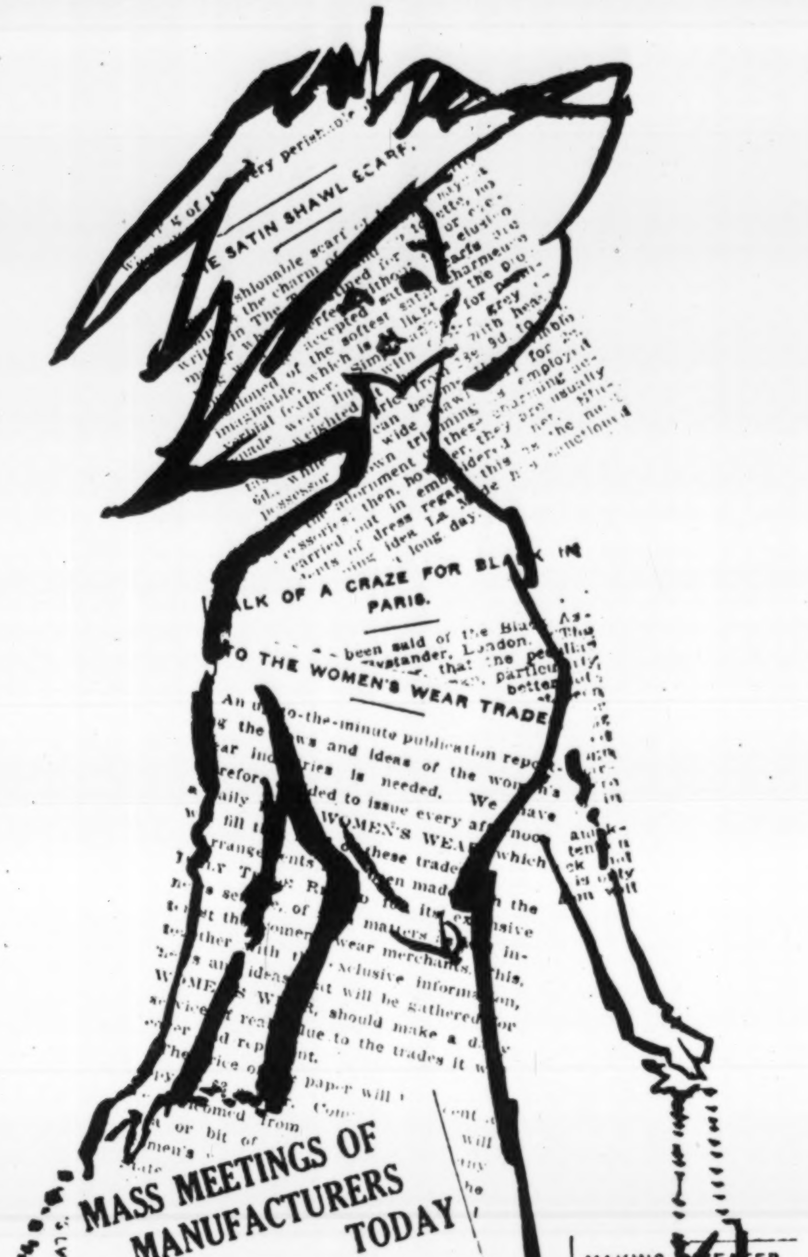
Paul Kasander, formerly national sales director of the Animation Center, a division of Felix the Cat Creations, has been named to the new post of vp and director of sales of PGL Productions, New York, tv film producer.

WGTC Joins CBS Radio

WGTC, Greenville, N.C., formerly an independent, has affiliated with CBS Radio, effective Aug. 14. CBS' former affiliate in that area was WGTM, Wilson, N.C., which left the network in January, 1960, to go independent.

Nita Nagler to Del Wood

Nita Nagler, formerly media director of Product Services Inc., has joined Del Wood Associates, New York, as an account executive.


THE SATIN SHAWL SCARF.
PARIS.
TO THE WOMEN'S WEAR TRADE
MASS MEETINGS OF MANUFACTURERS TODAY

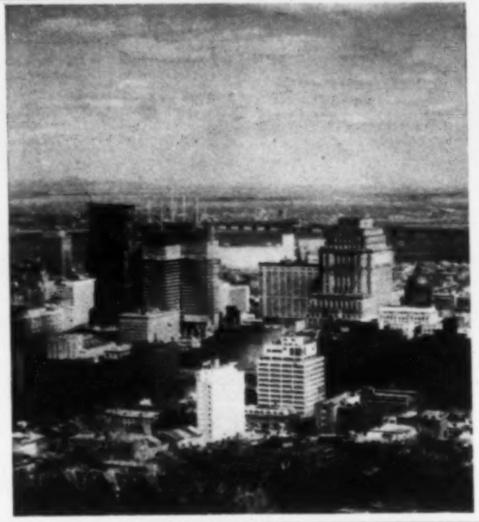
1910

1961

In the Fashion Business—
the Big Difference is News!

WWD*

*WOMEN'S WEAR DAILY
A FAIRCHILD PUBLICATION
7 EAST 12TH STREET
NEW YORK 3, N. Y.



MONTREAL—

Canada's largest market, tops Cleveland, Washington, Boston, Baltimore, Houston, San Francisco and Dallas in volume of retail sales*

Sell the English portion of this dynamic two-language market through The Montreal Star.

* *Sales Management—May 1961.*

The Montreal Star

Represented Nationally by
O'Mara & Ormsbee, Inc.

Please keep them safe
CALIFORNIA FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

SAFETY DRIVE—*For the second year in a row Foster & Kleiser is co-operating with the California Federation of Business & Professional Women's Clubs in displaying traffic safety bulletins in San Francisco, Oakland, Los Angeles, Sacramento, Fresno and San Diego.*

Pettler Adds Bill O' Fare

Pettler Advertising, Orinda, Cal., has been named to handle advertising for Bill O' Fare, San Francisco restaurant credit card system.

Meissner Adds Account

Meissner & Co., Boston, has been named to handle advertising for North American Electronics, West Lynn, Mass.

Schenley Nails Fall Ad Theme to Millionth Barrel

NEW YORK, Aug. 1—The 1,000-000th barrel of I. W. Harper bourbon will be unveiled this fall by Schenley Distillers—and the liquor house will say "thanks a million" to its customers via heavy in-store promotion.

In states where it is legal, Schenley will commemorate the occasion by staging contests in which consumers can win a fifth of I. W. Harper, according to Marvin Fields, advertising brand manager. All that is required is a filled-in entry blank; there is nothing to buy. Three winners' names will be drawn in each store.

Where such contests are outlawed, Schenley is arming retailers with 1,000,000th-barrel motifs: White and gold bin-type displays, master window units, streamers, and golden decanters on plaques.

■ The promotion, born when a three-man team from Kleppner Co., the Harper agency, spotted the 1,000,000th barrel in Schenley's Louisville plant, will augment the company's regular fall-and-holiday program running from late September through February. This calls for more than $500,000 in consumer magazines, $325,000 in newspapers, and $85,000 in national and state liquor journals. This will be in addition to Schenley's outdoor painted bulletins (via World Wide Network) and terminal dioramas (through Transit Displays Inc.), together estimated at more than $350,000 annually.

The first phase, through October, will plug an I. W. Harper 86-proof "stylized drink." Kleppner Co. has scheduled 600-line, 900-line, and 1,200-line b&w newspaper ads in heavy bourbon-drinking states like Alaska, Florida, Georgia, Maryland, and Nevada. Schenley's magazine space, mostly four-color covers, will be in *Business Week, Cue, Ebony, Esquire, Holiday, Life, Look, The New Yorker, Sales Management* and *U.S. News & World Report.*

■ Color spreads in about 30 business magazines complete the stylized drink program, which will be interrupted for two months as Schenley focuses on its pre-Christmas push. Copy will play up a "celebrity" gift decanter for three I. W. Harper bottled in bonds, while a separate decanter has been created for the 86-proof end.

The same media roster will be used before the Christmas season, but the company said business magazines at this point will run center spread die-cut pop-ups, showing the full Harper line. Schenley's March-through-June campaign will involve about the same ad outlay as the September-through-February schedule. #

Weber-Cohn Names Rafferty

Thomas W. Rafferty, formerly of National Homes Corp., Lafayette, Ind., home manufacturer, has been appointed account executive of Weber-Cohn Advertising, Chicago.

To the
businessman
who can
see beyond
here

Our population is growing, moving, shifting. And more people than ever need more goods—opening new areas in which to build your business, to provide more jobs in America's growing economy.

But how? And where? These key questions are answered best by marketing research, often costly and time-consuming. But it doesn't have to be. And it isn't—if you consult your U. S. Department of Commerce. On file, it has a 135-million-dollar fund of marketing data—vital and valuable up-to-date facts. Yours for the asking.

You'll find information in depth on U.S. business, manufacturers, housing and many other basic aspects of marketing. It will help you pinpoint your profit potential and select the best areas for your product, industry or service. (A detailed study of 750,000 blocks in 475 cities will even help you find the ideal corner for a retail outlet.)

Take advantage of the many ways in which your business can grow. In new U.S. markets. In foreign markets. In developing new products and services. In attracting new industry to your community. Just write or phone the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U. S. Department of Commerce is always ready to help you grow with America!

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

Where in the whole world of home furnishings can business men get the split-second business news reporting they *must* have, if they are to keep their daily business operations timed to today's marketing changes?

Only in Home Furnishings Daily!

A Fairchild Publication • 7 East 12th Street, New York 3, N. Y.

The Hub of Which Is
MONTGOMERY

ALABAMA'S SHOPPING CENTER

Where 25% of the states retail sales are made...

When you think of the Alabama market...think of all of it!

Montgomery, with a metropolitan population of 169,210, is the shopping center of Central and South Alabama. Only the Capital City papers deliver effective coverage in this thriving 13-county market in the heart of the state.

The Montgomery Advertiser-Alabama Journal is the state newspaper in every way. What happens in the Capital City influences the whole state. You can sell its people with just one advertising medium ... the Advertiser-Journal ... the only newspaper that gives complete circulation and news coverage of the area. Circulation is at an ALL-TIME HIGH ... over 93,000 combined daily and over 85,000 Sunday.

FULL COLOR ACCEPTED ALL EDITIONS — 7 DAYS A WEEK

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser-ALABAMA JOURNAL
MORNING—EVENING—SUNDAY KELLY SMITH CO. National Representatives

Making the Scene with Sunset and the BIG E
DIG THAT CRAZY

WINDOW SPOOF—*Sunset Magazine and four Northern California stores of the Emporium-Capwell group completed their 11th annual tie-in promotion this year. Window displays in all Emporium stores played up the theme, "Ideas for Colorful Western Weekends" and featured products advertised in Sunset. This, however, is not one of the window displays. It is a spoof done "after hours" and appearing in the Emporium's San Francisco store conference room.*

7 Publishing Unions Weighing Merger, Guild Meeting Told

VANCOUVER, B. C., Aug. 1—Representatives of seven major unions in printing and publishing are working on a blueprint for merger, William Farson, exec vp, American Newspaper Guild, told the guild's annual convention meeting here last week.

The unions, in addition to the American Newspaper Guild, are those of the printers, pressmen, photo engravers, stereotypers, bookbinders, and lithographers. Mr. Farson stressed that the committee is a study group whose findings would have to be submitted, ultimately, to the international unions for action. He gave no indication when the study might be completed.

■ Arthur Rosenstock, librarian, *New York Post,* said newspaper publishers are "awakening" to the fact that media like tv and radio are draining the press of good writing talent.

To bar monopoly purchases of newspapers, Mr. Rosenstock called for "a guardian waiting period" before a sale could become final. He said that sale, merger or closing of newspapers is a crime akin to bookburning. #

Ver Standig Adds Record Club, Cuban Beachhead Brigade

M. Belmont Ver Standig, Washington, has been appointed to handle advertising for the American Music Guild, subsidiary of Space-Tone Electronics Corp., Washington. American Music Guild operates a subscription club for records and stereophonic phonographs.

Ver Standig also has been named to handle advertising and public relations for the Beachhead Brigade for Cuban Freedom, a non-profit organization established by anti-Castro survivors of the unsuccessful invasion of Cuba last April. The Beachhead Brigade, with headquarters in Washington, is undertaking a national campaign to raise funds for continuing the fight against the Castro government.

Bliss Agency Forms PR Unit

Ben B. Bliss Co., New York, has formed a public relations division specializing in food accounts, under the supervision of Jaclyn Silvern, director of publicity and promotion.

SRDS Data, Incorporated

Responding to the complex informational needs of business, advertising and marketing, offers complete research and data processing services.

Through its Advertising Impact Measurement Service Division, which provides publishers with a unique and comprehensive means of documenting their effectiveness and assisting advertisers in creating more persuasive campaigns, learning why ads score as they do, testing copy themes:

ADVERTISING IMPACT MEASUREMENT SERVICE IS UNIQUE

Providing both quantitative and qualitative information
Focusing upon both editorial and advertising content
Three years in testing: Thoroughly validated
Based upon "In-Depth" personal interviews
Attractively priced—continuing survey
Packaged for potential participation by advertisers

ADVERTISING IMPACT MEASUREMENT SERVICE IS COMPREHENSIVE

Reader recognition scores for advertisements (Quantitative)
Reader recognition scores for editorial content (Quantitative)
Verbatim reaction toward advertisements (Qualitative)
Verbatim reaction toward specific articles (Qualitative)

for complete information, phone, visit or write...

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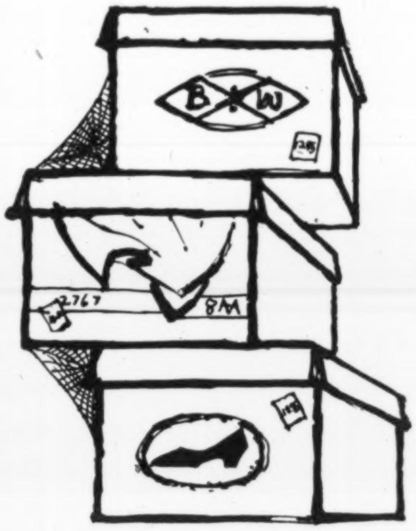
432 Park Avenue South
New York 16, New York
Telephone: MU 9-6250
A Subsidiary of SRDS, Inc.

In the Footwear Industry–
the Big Difference is News!



A FAIRCHILD PUBLICATION
7 EAST 12th STREET, N. Y. 3

FOOTWEAR NEWS

Kircher, Helton Adds Six

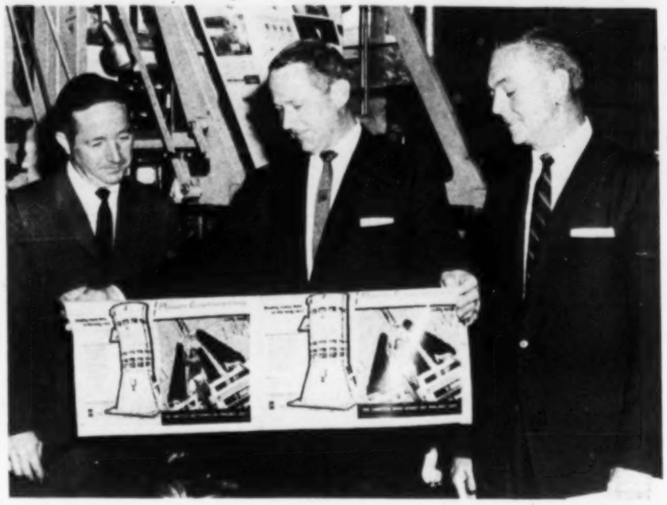
Kircher, Helton & Collett Inc., Dayton agency, has been named to handle advertising for Chase Industries Inc., Cincinnati, manufacturer of commercial refrigeration equipment; Diechler Mfg. Co., Cincinnati, producer of equipment for machine tool industry; Dupps Co., Germantown, O., manufacturer of meat packing equipment; Pathon Mfg. Co., Cincinnati, manufacturer of hydraulic and pneumatic devices; Ruthman Machinery Co., Cincinnati, pump manufacturer; and Triumph Mfg. Co., Cincinnati, bakery equipment producer.

Gill-Perna Adds Three

Gill-Perna has been named national representative for three radio stations. They are WAYE, Baltimore, formerly handled by Adam Young Inc; WBOW, Terre Haute, Ind., formerly handled by Weed Radio Corp.; and KFML, Denver, formerly handled by Meeker Co.

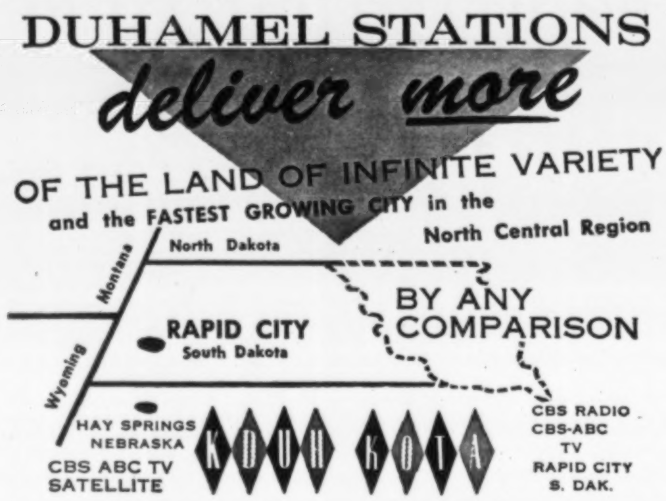
Bozell & Jacobs Adds One

Pratt, Read & Co., Ivoryton, Conn., has named Bozell & Jacobs, New York, its advertising and pr agency. Smith & Dorian was the former agency.

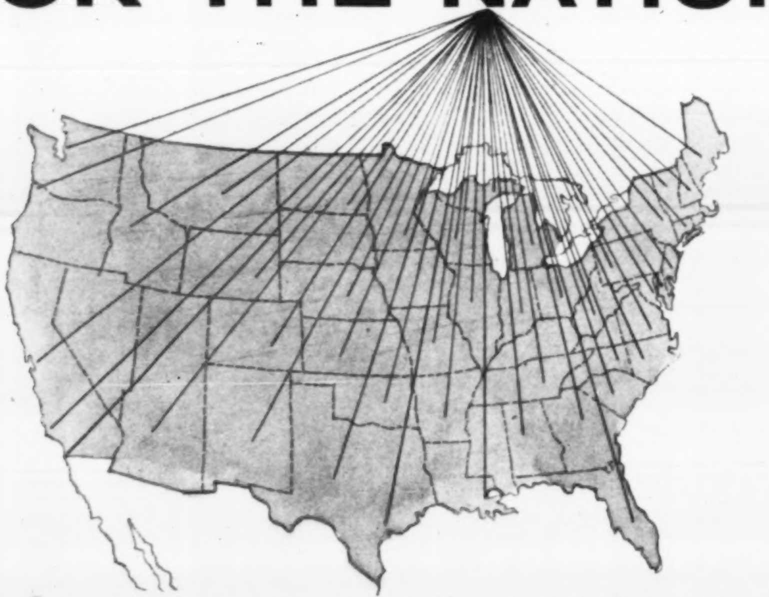


Beslow Rice Frelinger

APPROVED—*Arthur L. Rice Jr., president of Technical Publishing Co., Barrington, Ill.; George L. Beslow, president of Beslow Associates, Chicago printer; and Gregg Frelinger, vp and general manager of J. W. Butler Paper Co., give their approval to the first cover form of Power Engineering to be printed by web offset. Power Engineering began using web offset effective with its June issue.*


DUHAMEL STATIONS
deliver more
OF THE LAND OF INFINITE VARIETY
and the FASTEST GROWING CITY in the North Central Region
BY ANY COMPARISON
RAPID CITY South Dakota
HAY SPRINGS NEBRASKA
CBS ABC TV SATELLITE
KDUH KOTA
CBS RADIO
CBS-ABC TV
RAPID CITY S. DAK.

TESTING FM?
HERITAGE OFFERS ONE MARKET ...OR THE NATION!



There are 4 outstanding reasons why using the Heritage Stations Group is the best way to test FM. ■ Heritage stations broadcast in all important market areas throughout the nation. ■ Programming on every Heritage Station is identical, providing accurate market comparison. ■ Broadcasting on the Heritage Stations Group reaches the quality 3rd of the nation's listening audience . . . 81.4% of whom are adults. ■ Heritage Stations are nationally represented for the greatest convenience...just one order...one copy clearance...and one billing!

Get the full details on the Heritage FM audience . . . call or wire your nearest Heritage Stations Representative in: New York - LO. 3-2942 ■ Chicago ST. 2-5466 ■ Detroit - WO. 2-6265 ■ Los Angeles - DU. 5-6401 San Francisco - EX. 7-2682 ■ Minneapolis - FE. 8-7017 Seattle - MA. 3-0620

HERITAGE REPRESENTATIVES
A Division of INTERNATIONAL GOOD MUSIC, INC.
GENERAL OFFICES 1151 ELLIS STREET BELLINGHAM, WASHINGTON

Along the Media Path

A new rotogravure section, "Leisure," devoted to suggestions of things to do during leisure hours, will be introduced by **Chicago's American** Aug. 20.

• Each of the 140 medical graduates of Seoul National University, Korea, were presented with a two-volume set of "Review of Modern Medicine," a reference publication containing 2,000 clinical abstracts of current medical articles, by **Modern Medicine Publications,** Minneapolis. The gifts were part of a program undertaken by Modern Medicine to help develop "medicine as an international language of peace."

• Effective with its July issue, **Motor Age** started a free correspondence course for its readers on "Basics of Automotive Mechanics." Examinations are enclosed with the courses—to be answered and returned to editors of the publication for grading. A certificate will be awarded upon successful completion of the course.

• Three Tidewater stations—**WVEC-TV**, Hampton, **WVAR-TV**, Norfolk, and **WAVY-TV**, Portsmouth—holstered their competitive guns to join in a promotional effort showing why they think their market is being short-changed by advertisers and why it is "America's most misunderstood market." The three stations recently presented a 15-minute color film to New York agency research and media personnel showing why the Norfolk-Portsmouth and Newport News-Hampton, Va., areas constitute a single growing market.

• Effective with its July issue **El Embotellador** introduced a new cover and switched from a king-size to standard-size format.

• A week-long "tigress hunt" recently was sponsored by **KBOX**, Dallas. Each day six blond lovelies roamed the streets of Dallas waiting to be asked, "Are you the KBOX Tigress?" One "tigress" each day was worth $100 and the other five daily "tigress finders" were awarded smaller prizes.

• **WRC**, Washington, celebrated its 38th birthday Aug. 1 with special music and programs, including playing of songs that were popular in 1923 and a description of the station's first day on the air.

• Two special advertising supplements published recently by the **Los Angeles Times** accounted for an additional 16,800 lines of display advertising. A 16-page letterpress section devoted to the aluminum industry appeared June 24 and an eight-page rotogravure section on the cement industry was published July 11.

• The **Montreal Star** will publish a special section "Review of Men's Wear," Sept. 22.

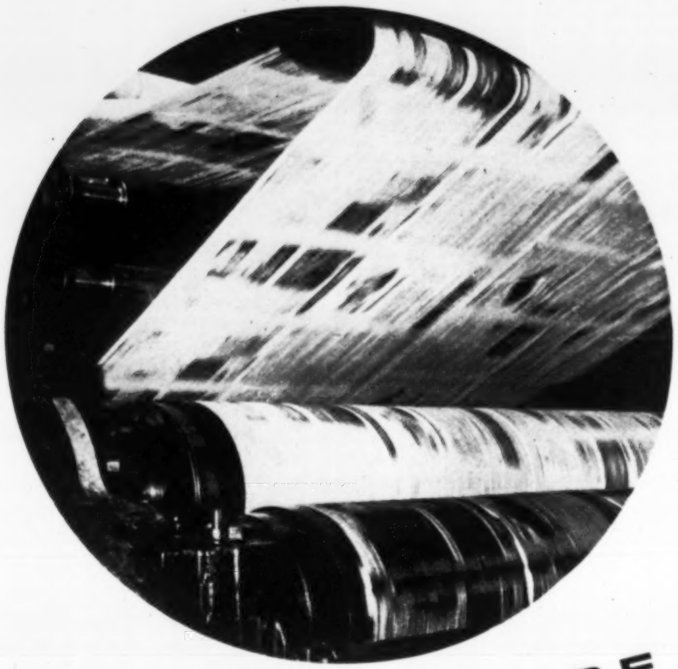
• The **Sun**, Bremerton, Wash., published a 16-page supplement July 14 devoted to the city's first annual Soap Box Derby.

• **House Beautiful** will devote more than 30 pages of its October issue to the "Wonderful World of Kitchens," treating them from the point of view of remodeling, adding, restoring and building from scratch.

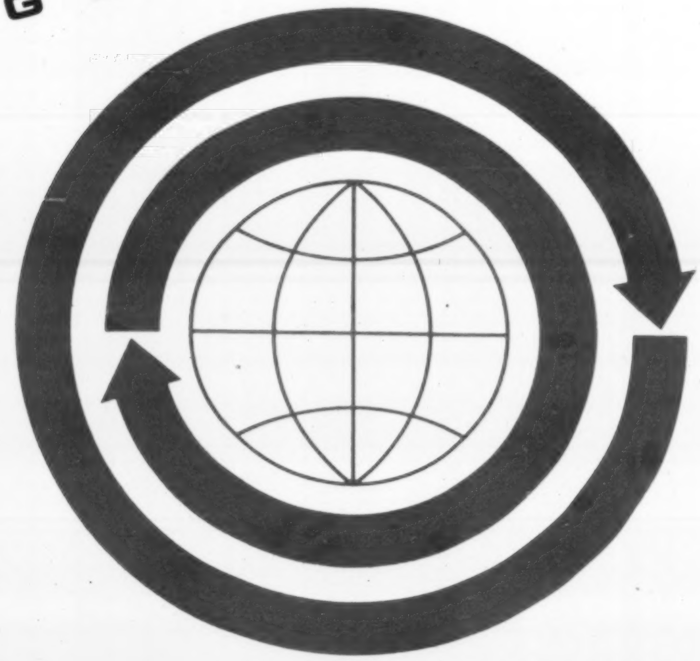
• In connection with **Electronic Equipment Engineering's** new marketing service, "Electronic Distributor Locator Guide," effective with the publication's October issue, all advertisers will provide the name, address and telephone number of their distributors handling the advertised product. The ads themselves will be coded with a special telephone symbol which indicates that the distributors for the advertised product are listed in the color pages of the guide. These distributors are listed in geographic, alphabetical order.

• **Travelers Broadcasting Service Corp.**, Hartford, has given $30,000 to the Connecticut Education Television Corp. and has offered its Avon Mountain transmitter facilities to the state's newest group of television stations.

• On July 25 **Taft Broadcasting Co.** and **Crosley Broadcasting Corp.** combined efforts to bring live and delayed radio and tv coverage of both President Kennedy's speech on the Berlin crisis and the baseball game between the Cincinnati Reds and Milwaukee Braves. WKRC and WLW-T broadcast the baseball game, while WKRC-TV and WLW carried the live Berlin speech by the President. WKRC-TV gave WLW-T permission to pick up its ABC video feed of the President for replay after the game, and WKRC replayed its CBS radio feed of the address after the game. #



THE BIG DIFFERENCE IS NEWS!



The big difference in Supermarket Industry publications is news and it is this big difference that has made Supermarket News the industry's leading publication.

Supermarket News in 1960 led in all categories:

- First in advertising pages
- Highest total in ad linage
- More paid circulation
- Highest % advertising growth
- Foremost in executive readership
- Greatest number of advertisers
- The most ROP color
- Greatest editorial content

By any yardstick Supermarket News is clearly the leading publication in the $34 billion supermarket industry. During the first half of 1961 the leadership, in all areas, has been increased.

In a field as vital and fast moving as the supermarket industry only a weekly publication, only a NEWSPAPER can capture the excitement of fresh news-making events. Only a national, weekly newspaper can hold the attention of decision-making executives who rely on the complete yet concise format of SN.

Supermarket News

one of the Fairchild Business Newspapers

Frank, Gary Names Two; Adds Mid-City Enterprises

Michele Kramer had joined Frank, Gary, Thomas Inc., New York, as a copywriter and Sally Vicker has been appointed media director. Miss Kramer was formerly with Donahue & Coe. Miss Vicker was formerly with North Advertising.

At the same time, Frank, Gary has been named to handle advertising for Mid-City Enterprises, operators of Mid-City Bowling Lanes, New York. W. B. Doner & Co., formerly handled the account.

Cockfield Appoints Munro

Cockfield, Brown & Co., Montreal, has appointed W. G. Munro to a senior administrative post in the tv-radio department. Prior to joining Cockfield, Brown, Mr. Munro was in the Montreal office of McCann Erickson (Canada) Ltd.

Kinch Joins Hamilton Kent

Hamilton Kent Mfg. Co., Kent, O., has appointed T. L. Kinch advertising director. Mr. Kinch was formerly with Ralph Gross Advertising, Akron.

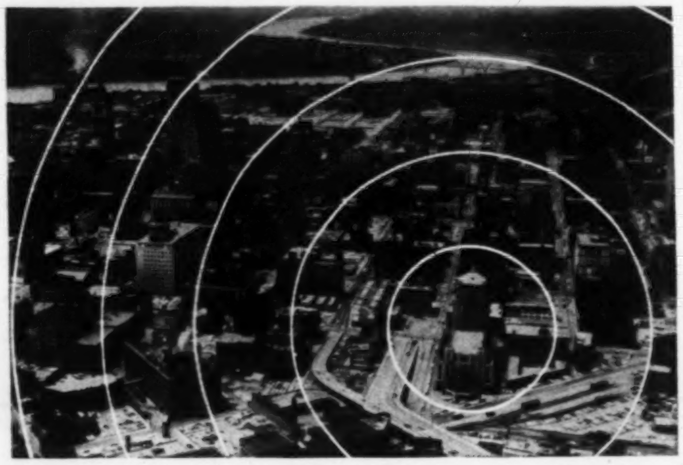
IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 50

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

OUR READING LIST
Published as complete publicity directory.
BACON'S PUBLICITY CHECKER
—now with quarterly revisions. 100% accurate. 352 p.p —$25.00. Send for your copy today!

ENCIRCLING Cincinnati with the . . . .
GREATEST FLOW OF NEWS IN HISTORY



The POST and Times-Star rushes into every area of Cincinnati with the greatest circulation and editorial and advertising news ever demanded of a Cincinnati daily. This paper leads in percentage of coverage of every income group . . . including 87% of $8000-and-over group. Proverbially thrifty people, these Cincinnatians; but they live well, and accumulate money for what they want. Sell this rich market! Go after all of it through the paper with the most of everything!

7 *out of*
10 *Cincinnatians*
read the Cincinnati **POST Times-Star**

★

Total circulation . . . 275,101 . . . ABC 3/31/61

★

Largest Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

Coming Conventions

(Listed Alphabetically)

*Indicates first listing in this column.

Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa, Sept. 21-23.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

*American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Illinois Daily Newspaper Markets, annual sales clinic, St. Nicholas Hotel, Springfield, Sept. 9-10.

Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago, Oct. 15-17.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines, Sept. 8-10.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

*Midwest Newspaper Advertising Executives Assn., bi-annual meeting, President Hotel, Kansas City, Mo., Sept. 9-11.

National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago, Oct. 28-31.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

*New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N.C., Aug. 18-19.

Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, Sept. 30-Oct. 1.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Siesta Sleep to Allenger

Allenger Advertising Agency, Brookline, Mass., has been named to handle advertising for Siesta Sleep Shops, bedding retailers with stores in Massachusetts and New Hampshire.

Yeager Joins Mohawk Rubber

Paul Yeager has joined Mohawk Rubber Co., Akron, as assistant advertising manager. Mr. Yeager was formerly with B. F. Goodrich Co.

Jenkins Knowles Hansen

AD PREVIEW—*William C. G. Knowles, president, Pacific Area Travel Assn., gets a preview of the group's upcoming ad effort. Showing him the new series is George Hansen, Matson Navigation Co., PATA advertising committee chairman, and Douglas Jenkins, account executive, Campbell-Ewald, agency for the group. Ads will break in magazines next September and run through June.*

75% of Admen Queried Agree with Minow's 'TV Wasteland' Theory, Nowland Reports

GREENWICH, CONN., Aug. 1—Newton ("Wasteland") Minow was right, in the opinion of an "overwhelming majority" of advertising and agency executives.

A survey of 437 advertising men by Nowland & Co., marketing research and consulting company, revealed the following results: 83% had heard about or read the controversial speech by the FCC chairman; 75% of these agreed with Mr. Minow's contention that tv was not operating as well as it should in the public interest; 18% disagreed; and 9% had not made up their minds.

"There was almost no difference between the expressed attitudes of the executives in agency settings and those operating in advertiser companies," reported Nowland, "nor was there any difference between the attitudes of executives in top management positions and those at lower levels of responsibility."

■ The survey, made throughout the country early in June, also showed that most advertising executives do not believe that much of anything will change in tv programming, at least in terms of sponsor pressure.

Dr. Arthur L. Greenberg, Nowland vp, said 80% of the admen said they believed the television industry should make changes in its operations to meet Mr. Minow's criticism; about 10% disagreed; and 10% had not made up their minds.

"Although the results clearly suggest that the ad execs personally believe that Minow is right," said Dr. Greenberg, "there is a great and obvious contradiction between their own feelings and what they think will happen. Only 34% believe that Minow's statement will prompt sponsors to urge the tv networks to change their programming policies, while 52% felt that sponsors would take no action. The remainder had no opinion.

"Thus," he continued, "while the advertising men plainly feel that things should change, the majority don't believe that things *will* change, at least not as a result of sponsors being willing to support 'better' programming."

■ Dr. Sidney Lirtzman, associate director of research at Nowland, said that "advertising executives apparently feel that sponsor, and possibly tv industry, inertia with respect to tv programming will lead to increasingly intense government intervention in broadcasting."

He said that "fully 81% of those sampled believe that the FCC will become more active in the area of tv, while only 8% disagreed. The rest simply did not know." #

Macfadden to Handle Grove Paperbacks in U.S., Overseas

Macfadden Publications, New York, has contracted with Grove Press to handle both U.S. and foreign distribution of Black Cat Books, Grove's new paperback line. Macfadden will start by distributing the first four Black Cat titles: "Cain's Book," "Train to Pakistan," "The Folklore of Sex," and "Jazz: Its Evolution and Essence." Previous Grove titles have been "Tropic of Cancer" and "Lady Chatterley's Lover."

Macfadden distributes its own publications and for Ziff-Davis, Pyramid Books, *Saturday Review, Scientific American, Variety, Billboard, Writer's Digest, Writer's Yearbook, Farm Quarterly,* and *Advance Home Catalog.* It also is the publisher of Hillman/MacFadden paperback books, via its acquisition of Hillman Periodicals earlier this year.

'Nat'l Geographic' Raises Rates

National Geographic Magazine, Washington, has announced a 200,000 increase in circulation and an increase in advertising rates. A b&w page, one time, will cost $10,800 (compared with the previous rate of $9,650), and color pages will go up from $13,380 to $14,985. The rate increase is effective beginning January, 1962.

Bernstein Adds Cherry & Webb

Bo Bernstein & Co., Providence, R. I., has been named to handle advertising for Cherry & Webb Co., operator of women's fashion specialty shops in Providence and Newport, R. I., and Fall River, New Bedford, Lowell and Lawrence, Mass.

Winius-Brandon Moves Firth

James A. Firth, vp, research, Winius-Brandon, St. Louis, has been transferred to the agency's Kansas City office. Mr. Firth will continue to direct marketing and research for the agency and remains a member of the executive committee.

news

news

news

... engineers get it first, in Electronic News

Why are you reading Ad Age right now?

Because, like all of us, you have an inner need simply to know what's going on. Electronic executives and engineers are like all of us, too. Really they are.

They want to know what new technical developments are occuring; what new techniques are being tested; what new companies are forming — or dying; what new instruments are available; what new personnel changes are taking place; what new contracts are being let; just what in the electronics world is going on.

There's only one place to get it while it's still news. If it's at all about electronics, engineers and executives read it first in Electronic News.

Now, do they read it? Sure. Like all the rest of us, electronics people know

THE BIG DIFFERENCE IS
NEWS

Electronic News
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
NEW YORK
Today's Index
Chief Duo
PARLEY CITES NEW TECHNOLOGY
See Operational
Masers

Equitable Names Bishop

Wilbur Bishop, formerly campaign coordinator and director for Howell Appling, Oregon secretary of state, has been appointed advertising and public relations director of Equitable Savings & Loan Association, Portland. Mr. Bishop also has been with Compton Advertising in Portland.

WTRF-TV STORY BOARD

T. R. Effic

EXEC VP BOB FERGUSON said it at a WTRF-TV sales meeting: "What do I consider a super salesman? A guy who can sell American radios in Japan."

wtrf-tv Wheeling

SONG OF THE MOTH: "You Came To Me Out Of Mohair" or the missile era song: "The Last Time I Saw Polaris."

Wheeling wtrf-tv

RHYME: Kathy was a skating champ on ice she loved to frisk. Now wasn't Kathy very brave, her little *?

wtrf-tv Wheeling

A YOUNG MAN walked into a car dealer's showroom and was taken aback by the suggested price of a compact car. "But that's almost the cost of a big car," he exclaimed. "Well," said the salesman, "If you want economy, you got to pay for it, mister!"

Wheeling wtrf-tv

NOTHING IS MORE WASTED than a smile on the face of a girl with a forty-inch bust.

wtrf-tv Wheeling

MORE suggestions came in for the TV Critic depicted as Malice in Wonderland in the WTReffigy ADworld Series . . . especially liked Drear Blabby, Ali Babel and Atomic Penergy. (Thanks to M. Phillips of Roseville, Michigan.)

Wheeling wtrf-tv

OUR NATIONAL REP George P. Hollingbery will be glad to give you the WTRF-TV story and show you why your next spot schedule should be beamed to the big TV audience in the Ohio Valley dominated by WTRF-TV from Wheeling.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Smith Baker Honneus

THE-30-MARK—*Retiring as associate advertising director of Time International after 30 years' service with Time Inc. is Ruel Smith, getting best wishes of Edgar R. Baker, managing director of Time-Life International, and William S. Honneus, ad director of Time International. Mr. Smith will continue as sales and promotion consultant to Time Inc.*

Myrbeck Adds Two Accounts; Names Bylaska Art Head

S. Gunnar Myrbeck & Co., Boston, has been appointed to handle advertising for the rubber division of Acushnet Process Co., New Bedford. Myrbeck also has been named to handle advertising for Ewen-Knight Corp., East Natick, Mass.

Myrbeck has appointed Robert O. Bylaska, formerly a sales representative with Kenneth MacKellar Inc., Boston, art department supervisor.

Three Name Stackig Agency

S. G. Stackig Inc., Washington, has been named to handle advertising and public relations for Vitro Electronics, Silver Springs, Md., division of the Vitro Corp. of America; Machine Translation Inc., Washington; and Variducer division of Mirax Chemical Products Corp., St. Louis.

Increases in Ad Expenditure Helped Sales, Pillsbury Says

MINNEAPOLIS, Aug. 1—Record sales and improved earnings of Pillsbury Co. were attributed in part to "controlling costs and expenses, while at the same time, increasing capital investments and advertising expenditures to counter strong competition," by Paul S. P. Gerot, president, in the company's annual report.

Pillsbury, in 1959, spent about $23,500,000, according to ADVERTISING AGE estimates. Mr. Gerot declined to give a specific figure for 1960. Heavy point of sale, premium promotions and contests contributed to the ad budget increase, Pillsbury said.

■ For the fiscal year ended May 31, 1961, Pillsbury chalked up highest sales of $384,962,436, an increase of about $11,000,000 over the preceding year. Earnings were $7,911,254, up 20% over the preceding year and only slightly less than fiscal 1958's record earnings of $9,913,045.

Mr. Gerot also credited the introduction of 16 new consumer products and more than 20 institutional and industrial products as contributing to the year's success.

Peterson to Oral Hygiene

Walter A. Peterson Jr., formerly sales representative of *Ladies' Home Journal*, has been named eastern territory representative of Oral Hygiene Publications, Pittsburgh. Mr. Peterson will make his headquarters in New York.

Bolster to Elizabeth Arden

John A. Bolster, formerly promotion manager of *McCall's*, has joined Elizabeth Arden, New York, as sales promotion manager.

Washington Fryer Growers Seek to Boost Summer Sales

SEATTLE, Aug. 1—Washington State producers of fryers, troubled with overproduction and soft prices, are putting money this summer into a record consumer promotion. One objective is to create by advertising two new peak buying periods—in late July and August—in between the three seasonal peaks around May 30, July 4, and Labor Day.

Heaviest promotion came in the latter part of July with five-column, two-color, news-style newspaper ads under the heading, "Now's the time to buy Washington-grown fryers; big crop assures plentiful supply of tender, tasty fryers." Copy emphasizes use of fryers for summer picnics and barbecues and offers a 32-page booklet of recipes and suggestions on cooking. Newspapers in 11 cities carried the ad.

■ A second newspaper promotion will follow in August, concentrated in Seattle and Tacoma dailies. Spot-radio is also used plus outdoor posters in 15 markets of the state.

Because the competition of local producers of fryers is primarily from the Midwest and South, ads stress "Washington-grown fryers" and copy in the July series explains:

"The Washington-grown label is not a brand name. It simply tells you which are the finest, freshest fryers available. Whatever brand you choose, look for the label first." The commission is supported by growers who pay approximately 1¢ for each fryer marketed.

Copy also makes full use of the adjectives, "tender, tasty, fresh, wholesome, flavorful," which a survey undertaken for the commission last year showed as being the most descriptive of fryers, and in the order of rank shown here.

■ The survey was made through the University of Washington college of business administration.

In summarizing the results of the survey, the commission said, "From this survey it is evident that fresh fryers are one of the most popular meat items on the market. They are reserved quite often for company meals yet are considered economical enough to serve every day. . .

"The survey establishes a definite preference in this area for Washington-grown fryers. Consumers prefer 'fresh' fryers rather than frozen and gave 'freshness' as their chief reason for preferring Washington-grown fryers.

"It is significant that in all questions where price was or could be a factor, it was never considered of first importance by the consumer. Even in the matter of actual purchase, the majority of consumers reported the fryers they bought were 'not on sale.'

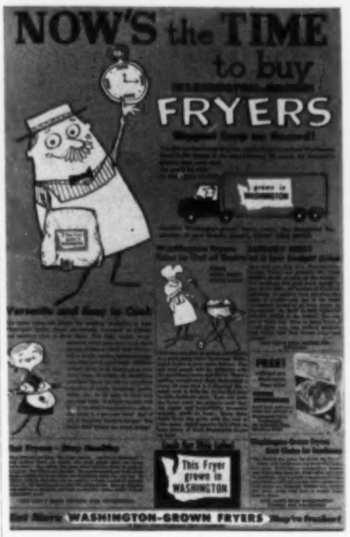
■ "Although 72% of consumers ordinarily prepare a shopping list, results from an earlier 'pre-test' survey in the supermarkets showed that 52% of those who has just bought fryers did not have a shopping list with them. Only 60% of those who did have shopping lists had fryers on that list. Apparently a large percentage of actual fryer purchases are made on impulse."

The survey also indicated that fryers are next to beef as the choice meat for company. Beef scored 54.6% as the choice for company or guest meals; fryers 25.3%; and all other meats 20.1%.

■ The following dailies carried the July promotion: *Bellingham Herald; Bremerton Sun; Centralia-Chehalis Chronicle; Everett Herald; Seattle Post-Intelligencer; Seattle Times; Spokane Chronicle* and *Spokesman-Review; Tacoma News Tribune; Tri-City Herald* (Pasco-Kennewick-Richland); *Vancouver Columbian; Walla Walla Union-Bulletin;* and *Yakima Herald* and *Republic*.

Spot radio is on KVOS, Bellingham; KRKO, Everett; KGY, Olympia; KING, KOL, KVI, and KXA Seattle; KHQ Spokane; and KORD, Tri-Cities.

A number of dailies have carried four-color food-page publicity with color mats supplied by the Poultry & Egg National Board. Point of purchase coupons also are provided to retail stores for the commission's recipe book. #


NOW'S the TIME to buy
FRYERS
This Fryer grown in WASHINGTON
WASHINGTON-GROWN FRYERS

LOCAL PUSH—*The Washington Fryer Commission will run this ad in newspapers in Seattle and Tacoma in mid-August.*

THE BIG 5th

EL PASO, TEX.

BLENDED TO YOUR SALES TASTE!

Buy El Paso, big 5th city of Texas, and give your sales a lift with the Big 5th that serves 750,950 consumers in the Southwest and Old Mexico. Buy this soaring sun-country market that ranks well within the nation's **TOP FIFTY.** Buy 100-proof coverage of half a billion dollars in retail sales and better than three-quarters of a billion effective buying income. Buy the Big 5th . . . El Paso, Texas!

EL PASO BROADCASTERS:
KROD-TV / KROD / KSET / KTSM-TV
KTSM / XEJ-TV / XEJ / XELO
KELP-TV / KELP / KHEY / KIZZ

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine
of The Lutheran Church
-Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day
Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Milton Glaser

how big a difference does news make?

Metalworking News
built over
24,000 paid
circulation in less
than ten months

The Big Difference Is News · **METALWORKING NEWS** · A Fairchild Business Newspaper · 7 East 12th Street, New York 3, N.Y.

Brinker Joins 'Iron Age'

Donald P. Brinker has joined *Iron Age* and *Iron Age Metalworking International*, Philadelphia, as marketing services manager. Mr. Brinker was formerly with Beaumont, Heller & Sperling, Reading, Pa.

WITI-TV Names Potos

Andrew Potos, formerly a teacher at Washington High School, Milwaukee, has been named account executive of WITI-TV, Milwaukee.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

95-Year-Old Fels & Co. Prepares for New Era of Aggressive Marketing

Soap Maker Will Spend $3,500,000 for Ads in '61 to Promote Famous Name

PHILADELPHIA, Aug. 1—Fels & Co., 95-year-old soap maker and one of the world's most respected names in laundry products, is looking up.

In the few short months the company has had young (41), scholarly David C. Melnicoff as its president, the entire psychology of this venerable company is changing. And while, on the surface, its approach to advertising and marketing has not been radically altered during this period, a more aggressive attitude is in the making.

For one thing, with sales on the upturn (the company does not disclose figures), Fels' advertising expenditures for space and time alone in 1961 are expected to approach $3,500,000. This will be apportioned at about 85% for local newspapers and broadcast time, and about 15% for such national media as *Ladies' Home Journal*, *McCall's* and *Good Housekeeping* and the Clooney-Crosby CBS Radio show.

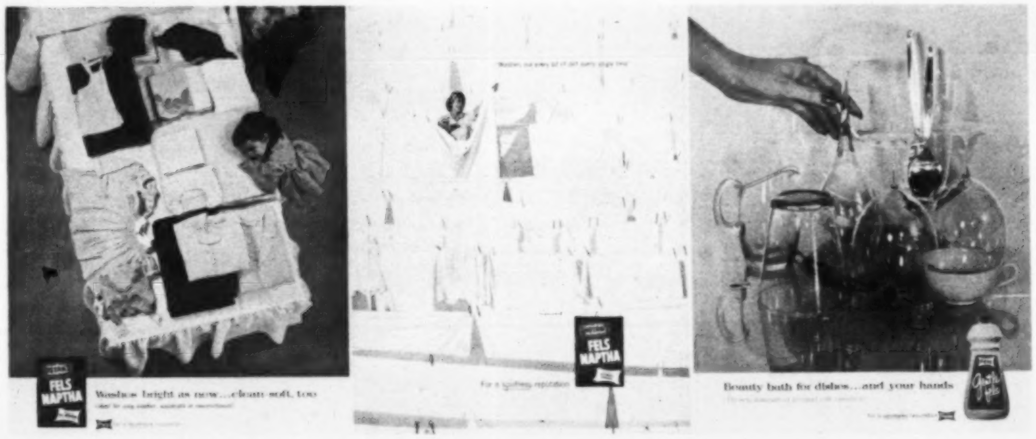
This is only the current basis for ad allocations, Mr. Melnicoff admits. The company's budget is large enough and flexible enough to shift quickly to other national media.

■ "The choice is dictated by considerations of marketing strategy," he told ADVERTISING AGE, adding that this rapidly moving local picture dictates much of this policy over the long pull.

Other changes have taken place in recent years. For example, Fels' ads have a new look. The "Naptha" has been removed from the company logo. Instead, only the word "Fels" appears in the slogan, which adds "for a spotless reputation."

Fox Melnicoff Hughes Brown

FELS TOP BRASS—*Among the top executives of Fels & Co. are Cyril G. Fox, board chairman; David C. Melnicoff, newly-elected president; Harry J. Hughes, vp and general manager, and Max Brown, exec vp.*


FELS NAPTHA
Washes bright as new...clean soft, too
FELS NAPTHA
For a spotless reputation
Beauty bath for dishes...and your hands

SPOTLESS REPUTATION—*Fels & Co. emphasizes its prestige and plays down its products in these full color ads running in Good Housekeeping, McCall's and Ladies' Home Journal.*

Indicative of the fact that more changes are coming was the statement made by Mr. Melnicoff last March after he was elected president to succeed Cyril G. Fox:

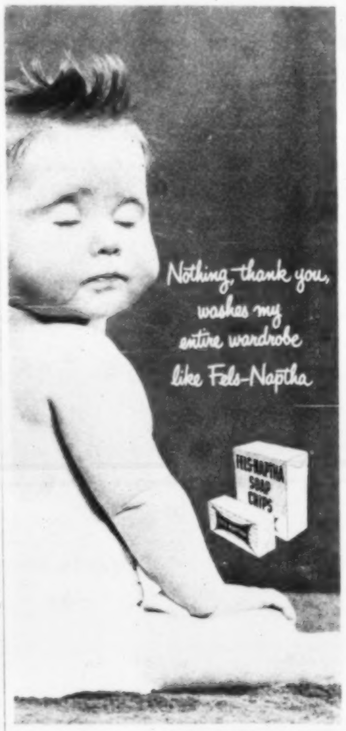
"The policies of this company have been policies which reflect independence and integrity. In this there will be no changes. I hasten to add, however, that the operating policies and the marketing strategies of the company will not remain fixed. They cannot in a rapidly changing marketing environment. Fels will broaden its product line, it will adopt new marketing techniques and it will have new plant facilities."

One of the first changes instituted by Mr. Melnicoff since he joined Fels & Co. in 1959 (he had been a director since 1956) as director of planning, and was elected vp a year later, has been a team operation.

Directing the marketing operation under Mr. Melnicoff is veteran Max Brown, now exec vp and formerly sales manager of the company. Grant H. Keeler is advertising manager.

■ And the right hand to the entire team is Aitkin-Kynett Co., agency for the company during the last five years. The agency has been an intimate part of the operation, an approach which Mr. Melnicoff does not plan to change. Agency personnel must know each market, including retailers, media costs, type of programming and even the type of music played by each disc jockey on each station in each market. The agency constantly keeps people in the field in behalf of Fels to study each market

(Continued on Page 46)


Nothing, thank you, washes my entire wardrobe like Fels-Naptha
FELS-NAPTHA SOAP CHIPS

FELS-NAPTHA SOAP CHIPS—*Fels & Co. ran this ad in the August, 1951, edition of Cosmopolitan to help introduce Fels-Naptha soap chips. Zubrow Associates, Philadelphia, was the agency.*

the newspaper THAT GAVE AWAY NEARLY ONE HALF-MILLION DOLLARS

Back in the depression year 1933, shortly after we came to Orlando, no one had any money. We printed our own merchants' script for our employees to trade at advertisers' stores.

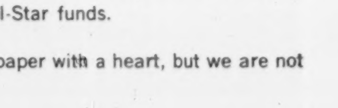
■ In depression days as in more prosperous times, there are always the helpless, the sick and the lonely who cannot get assistance from the city, the county, the state or even the federal government.

■ The Sentinel-Star started Goodfellows, Inc. to raise funds for these unfortunate persons. To date we have given away $232,000 to those who could not get help anywhere else . . . and we're still doing it. Besides this, the Sentinel-Star–Martin Andersen Foundation, since November 1, 1951, has given away more than $200,000 of our own money . . . a combined total of nearly a half-million to charity through the two Sentinel-Star funds.

■ Ours tries very hard to be a paper with a heart, but we are not proud of our golf score.

MARTIN ANDERSEN
Editor/Owner/Ad Writer/Galley Boy/Good Fellow

Orlando Sentinel-Star
ORLANDO, FLORIDA



BANGOR

Maine's *FIRST* Media-Market

8th IN NEW ENGLAND

Served by Maine's Largest Daily Newspaper, larger than any morning or evening New England newspaper published north of Boston.

See the new *U. S. Market Ratings* in our National Newspaper Cumulative County Markets study.

Get the facts. Ask for NNCCM today!

Bangor Daily News

Represented by Johnson, Kent, Gavin & Sinding, Inc.

announcing...

Drug News Weekly

Drug News Weekly is the newest Fairchild Publication, premiere edition Wednesday, September 27, 1961.

Drug News Weekly will follow the Fairchild format of filling the need for news in a soaring, vital industry. It will be the drug industry's only national, weekly newspaper.

Drug News Weekly will cover the retailing and wholesaling of drugs and allied merchandise. It will report the news of drugs wherever they are sold, from the mammoth omnibus drug store through the neighborhood apothecary and will include the drug and cosmetic department of supermarkets, discount houses, department and variety stores.

Special news sections will be devoted to: Pharmacy • Sundries • General News • Operations • Promotion News • Cosmetics and Toiletries.

With news and advertising offices located throughout the world, Drug News Weekly, through the facilities of Fairchild Publications, will be able to offer its industry the most complete coverage ever available. The tabloid size newspaper will promote concise coverage and afford advertisers a wide variety of choices for advertising lay-outs. For complete details please contact Drug News Weekly, 7 East 12th Street, New York 3. Al 5-5252.

Fels & Co. . .

and help develop each area.

■ Mr. Brown emphasized this point in a recent speech before the Grocery Manufacturers of America:

"We are opposed to the use of a standard media pattern for all markets. We believe that media opportunities exist in each market, and that our campaigns must be designed to take advantage of these opportunities. We prepare plans for each marketing area every six months."

With new products currently being introduced (Fels-matic is now being tested in Davenport, Ia., and in other new markets on a test basis; Fels Naptha cleaner is still being introduced into new markets), Fels plans to place additional emphasis on this role of the agency.

While Fels is not among the giant soap manufacturers in the country, it is a name to contend with. In fact, the famed Fels Naptha bar is the biggest seller of its kind in the U.S. In women's magazines, Fels is still one of the largest advertisers of household laundry and cleaning products in the nation.

■ As new media are studied, Mr. Melnicoff does not discount the fact that the company may one day become importantly involved in network radio and tv.

This would not be a new story for this company. In the late 1920s Fels was one of the first commercial companies to test local commercial radio. At that time, while the company dominated women's service books (such as *Pictorial Review*, *Woman's Home Companion*, etc.), the decision to go into radio was considered completely apart from its regular ad budget. As network radio developed, the company sponsored "Hobby Lobby" on the old Blue Network (Young & Rubicam was the agency then). In the mid-1930s, the company sponsored the Ben Bernie show on CBS. Late in that decade, Fels started to emphasize market-to-market techniques which today are considered a model in the advertising field.

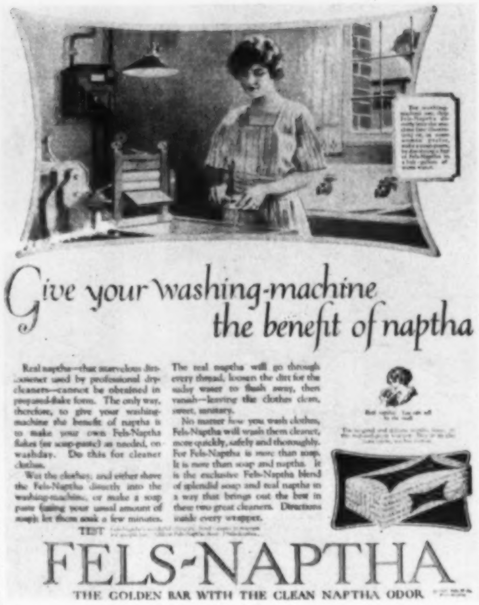
Despite this, the company was slow to move into the detergent field. It wasn't until 1950, when Cy Fox took over the helm, that Fels became aware of the need to develop new products. Instant Fels Naptha soap granules was introduced in 1953. The new Fels logo first appeared in Gentle Fels national and newspaper ads in 1960, the result of a gradual change in technique.

Color is being used in magazines and in some newspaper ads, but artwork stresses quality.

■ The man leading this new parade is not the conventional type of hard-hitting merchandiser. He holds a master's degree in economics from the University of Pennsylvania and has training as an industrial engineer. He spent some time in government service, in the Coast Guard during World War II and then with the Federal Reserve Bank of Philadelphia.

In 1952 Mr. Melnicoff became assistant to the general manager and later to the president of Penn Fruit Co., food supermarket chain. Later, he was manager of economic analysis for the Pennsylvania Railroad. He first became acquainted with Fels & Co.'s problems when he became a director of the Fels fund. He is also a member of the Mayor's Philadelphia Economic Advisory Council.

When he is not dashing around the country to meet with brokers or field men, he spends his time with his wife and son at his Melrose Park, Pa., home, or performs with his clarinet in small chamber groups near home. #


Give your washing-machine the benefit of naptha
FELS-NAPTHA
THE GOLDEN BAR WITH THE CLEAN NAPTHA ODOR

1922 VINTAGE—*This magazine ad made quite a hit in 1922 when Fels & Co. was a large magazine advertiser and the washing machine was a novelty. Fels also offered sample bars. Young & Rubicam prepared this ad.*

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

Reynolds Is Ad Manager

Edwin M. Reynolds, formerly account executive of Fox and Mackenzie Advertising Agency, Philadelphia, has been appointed advertising manager of *Chamber of Commerce News of Greater Philadelphia*. Mr. Reynolds succeeds William Y. Carter, who has joined the national advertising department of *Philadelphia Inquirer*.

Shapiro Appoints Leebron

Norman D. Leebron, formerly director of film programming of Metropolitan Broadcasting Co., New York, has been appointed director of sales development of Alan M. Shapiro Advertising, Philadelphia.

Miller, Mackay Boosts Two

Robert H. Wesson has been appointed vp-media director and Roger Bye has been appointed vp-copy director of Miller, Mackay, Hoeck & Hartung, Seattle. Mr. Wesson was previously media director of the agency, and Mr. Bye copy chief.

Bing Adds Football Account

Ralph Bing Advertising Co., Cleveland, has been named to handle advertising for the Cleveland Bulldogs, United Football League team. A campaign featuring contests and prizes has begun.

Mackay Named Exec VP

Canadian Advertising Agency, Montreal, has appointed Glen Mackay exec vp and managing director. Prior to joining the agency, Mr. Mackay was in the advertising department of the *Montreal Star*.

Ware Adds Avdel Account

F. W. Ware Advertising, Los Angeles, has been named to handle advertising for Avdel Inc., Burbank, Cal., producer of quick release pins used in military and industrial applications.

'Today's Health' Guarantee Up

Today's Health, published by American Medical Assn., Chicago, has increased its guaranteed circulation from 750,000 to 800,000. Advertising rates have not been increased.

Porter Appoints Pruitt

Richard Pruitt, formerly with Botsford, Constantine & Gardner, Portland, has been named copy director of Porter Advertising Agency, Portland.

El Paso Natural Gas to Use 20-Page Roto Sections in 9 Papers

SEATTLE, Aug. 3—El Paso Natural Gas Co., supplier of natural gas by pipeline to the Pacific Northwest, will use two 20-page roto sections in September in nine dailies of the region to tell the story of natural gas and to sell the fuel for residential and commercial heating.

The sections will carry four colors on the front and back covers and some two-color spots inside. The first section, to run Sept. 10, will tell of gas exploration, pipeline transmission, and reserves, and will use local copy for each gas distributor to tell its own story.

■ The second section, a week later, will be pitched directly to the heating market under the heading, "A guide to good heating in . . ." Again, local distributors will feature their own sales program as a part of the inserts.

Newspapers that will carry the supplements are *Boise Statesman*, *Coeur d'Alene Press*, *Eugene Register-Guard*, *Lewiston Tribune*, *Olympia Olympian*, *Portland Oregonian*, *Salem Journal* and *Statesman*, *Seattle Times*, and *Spokane Spokesman-Review*.

Cooperating distributors are Intermountain Gas Co., Boise; Northwest Natural Gas Co., Portland; Washington Natural Gas Co., Seattle; and Washington Water Power Co., Spokane.

Bozell & Jacobs is the agency for El Paso Natural Gas. #

Ashe & Engelmore Adds Two

The St. Louis branch of Ashe & Engelmore Advertising, New York, has been named to handle advertising for H. A. Satin & Co., Chicago, manufacturer of Expectantly Yours Maternities, and Paddle & Saddle Sportswear division of Puritan Fashions Corp., New York. The Satin account was previously handled by Kuttner & Kuttner, Chicago; Paddle & Saddle was formerly handled by Al Paul Lefton Co., New York.

Texas Daily Boosts Lindsey

Lou Lindsey has been appointed advertising manager of the *Reporter-Telegram*, Midland, Tex., succeeding R. S. Brashears who has resigned. Mr. Lindsey was formerly a member of the advertising staff.

Himmel Moves to Schwartz

Himmel Distillery Products, New Brunswick, N. J., has appointed Michael Schwartz Associates, Philadelphia, to handle advertising for its line of Ponce de Leon cordials and whiskies.

ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGE 137 OF "THE NEW BOSTON" STUDY.*

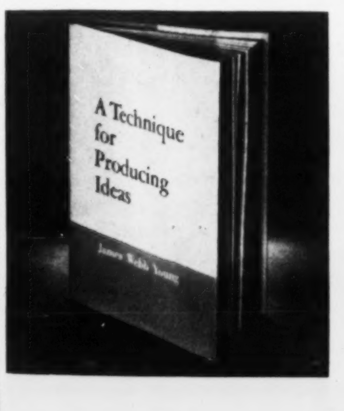
IT SHOWS THAT THE BOSTON HERALD-TRAVELER LEADS AMONG FAMILIES EARNING $8,000 OR MORE.

THIS EXTRA BUYING-POWER IS THE SECRET OF THE HERALD-TRAVELER'S EXTRA PULLING-POWER.

MORNING EVENING
Herald-Traveler
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

* Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.

A Technique for Producing IDEAS



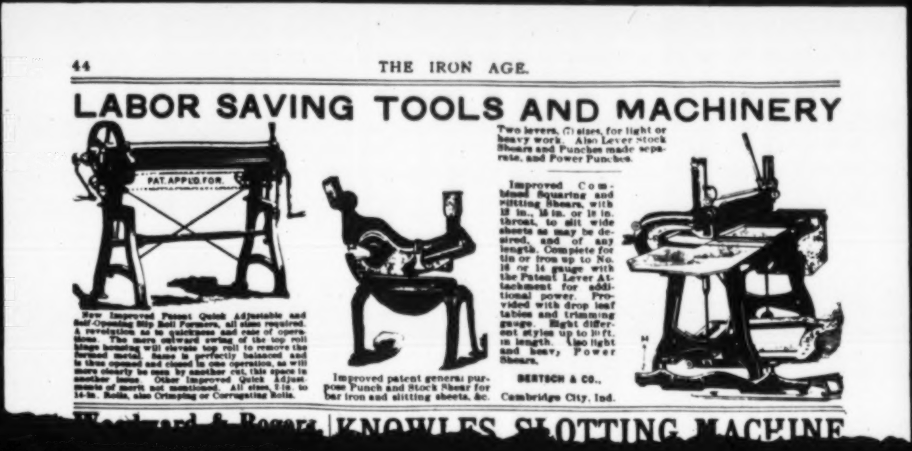
Where do the moneymaking ideas come from—those ideas which make successful novels, radio and television programs, moving pictures, sales campaigns, and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn: Book Department



44 THE IRON AGE.

LABOR SAVING TOOLS AND MACHINERY

PAT. APPL'D. FOR.

New Improved Patent Quick Adjustable and Self-Opening Slip Roll Formers, all sizes required. A revolution as to quickness and ease of operations. The more outward swing of the top roll hinge housing will elevate top roll to remove the formed metal. Same is perfectly balanced and is thus opened and closed in one operation, as will more clearly be seen by another cut, this space in another issue. Other Improved Quick Adjustments of merit not mentioned. All sizes, 2 in. to 14-in. Rolls, also Crimping or Corrugating Rolls.

Improved patent general purpose Punch and Stock Shear for bar iron and slitting sheets, &c.

Two levers, (7) sizes, for light or heavy work. Also Lever Stock Shears and Punches made separate, and Power Punches.

Improved Combined Squaring and Slitting Shears, with 12 in., 16 in. or 18 in. throat, to slit wide sheets as may be desired, and of any length. Complete for tin or iron up to No. 16 or 14 gauge with the Patent Lever Attachment for additional power. Provided with drop leaf tables and trimming gauge. Eight different styles up to 10 ft. in length. Also light and heavy Power Shears.

BERTSCH & CO.,

Cambridge City, Ind.

Woodward & Rogers | KNOWLES SLOTTING MACHINE

"What's that?"

"An ad that ran in the IRON AGE 100 years ago."

"Metalworking sure is different now."

"So is today's IRON AGE... in all ways, except one."

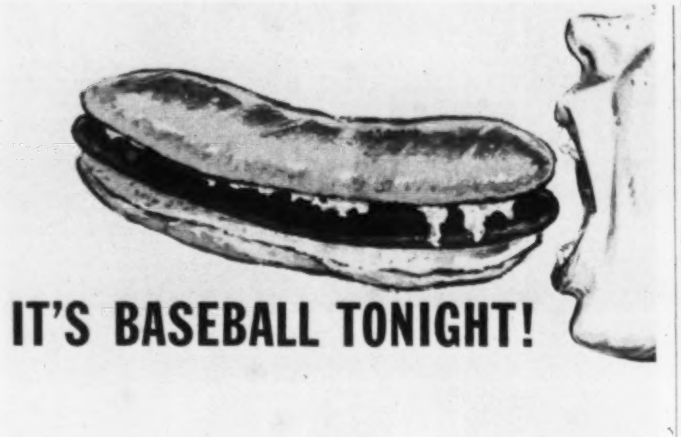
"What's that?"

"It still reaches the people who manage metalworking... everywhere. But today they account for half of all industry, a $140 billion market. 'Value-added-by-manufacture' the statisticians call it."

"That's a lot of value."

"So is today's IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.


IT'S BASEBALL TONIGHT!

FIRST TIME AT BAT—*Rippey, Henderson, Bucknum & Co., Denver, has started a series of ads for its new accounts, the Denver Bears baseball team and the Denver Broncos professional football team. This ad is currently appearing in Denver newspapers. Ads also were run for the 1961 Bronco season ticket drive from July 24 to Aug. 3.*

CTV Names Tiffin, Hausmann

W. Gordon Tiffin has joined CTV Television Network, Toronto, as an account executive, and E. H. Hausmann has joined the advertising department. Mr. Tiffin was formerly advertising manager of Current Publications, in charge of print advertising and direct mail promotion services. Mr. Hausmann was formerly associate editor of *Canadian Sponsor*.

DeMichele Named Ad Head

O. Mark DeMichele has joined Niagara Mohawk Power Corp., Syracuse, N.Y., as advertising manager. Mr. DeMichele was formerly manager of the Syracuse office of L. M. Harvey & Co.

ACB will spot your
name or brand even when
it is a "mention"
buried in 6-point

ACB 'Brand Mentions' Service

Do 'retail store' advertisers have occasion to mention your name in their advertising—that you should know about? For example . . . your slogan or brand, as: "powered by 'GE' motors". . ."as advertised in 'Life' Magazine" . . . "piano by 'Steinway' . . . etc.?"

ACB will locate any such "mentions" as they appear in any daily or Sunday newspaper and send tearsheets of each—or give you detailed Reports as a regular service.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

Retail Pharmacies Show Sales Gain, Profits Dip: Lilly

INDIANAPOLIS, Aug. 1—Retail pharmacies experienced a gain in sales during 1960, but a drop in profits, according to the "Lilly Digest."

The Ely Lilly & Co. annual report on pharmacy operations showed that expenses continued to take a greater part of each sales dollar, and that in 1960 they exceeded 30% of sales for the first time.

The Lilly report is based on data released for analysis by 1,959 pharmacies throughout the U.S.

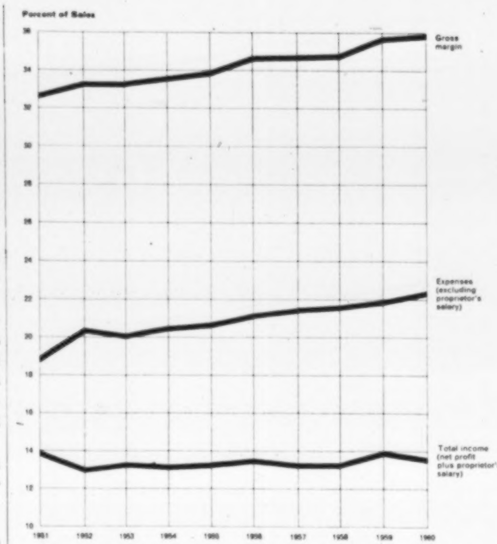
■ Total sales for 1960 averaged $138,342 per store. Gross margin rose slightly from 35.7% to 35.8%, and net profit dipped to 5.3% from 1959's 5.8%.

The average proprietor's salary rose 0.1% to $11,377 (compared with $10,803 in 1959), giving an average total income (net profit plus proprietor's salary) of 13.5%, down from last year's average income of 13.9%. On a dollar basis, however, average total income was higher at $18,678 than the previous year, when the figure was $18,533.

■ Total expenses for the 1,959 druggists averaged 30.5% last year, up from the 1959 total of 29.9%. Advertising, included in total expenses, cost 1.5%, showing no percentage change from 1959, though there was a slight dollar increase of $115.

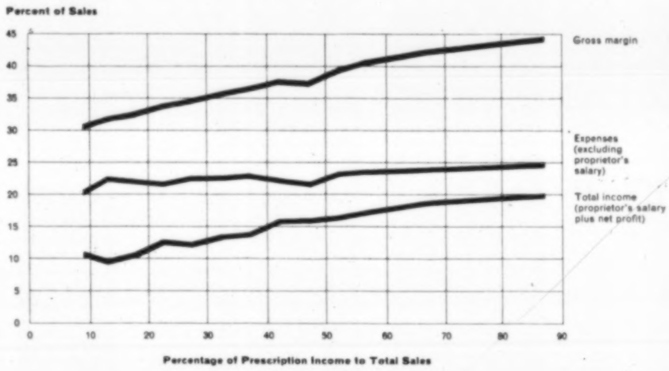
"Lilly Digest" broke down figures into 12 sales volume groups, ranging from total annual sales of under $40,000 to sales of over $400,000.

The "Lilly Digest" offers to provide pharmacists with personalized confidential analysis of their operations if they send in their income and expense statements and prescription records. #

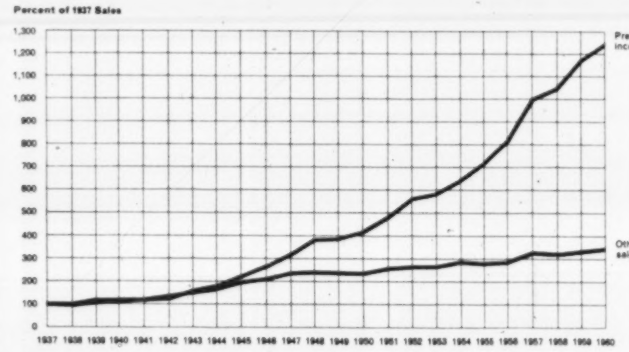


REVIEW—*This chart shows gross margins, expenses, and total income of retail pharmacy operations from 1951 through 1960.*

How Prescription Income Affects Margins, Costs and Total Income of Pharmacies



Growth of Prescription and Other Sales in Pharmacies from 1937 through 1960



'NATO Journal' to Bow

NATO Journal, a new monthly business publication which will be published by Remsen-Whitney Publishing Corp., Manhasset, N.Y., will make its debut in September. It will have a controlled circulation of 15,000 and will go to business men and armed forces officers in the U.S., Canada, Iceland and 12 European countries.

Detro Names David Olen

David Olen Advertising, Hollywood, has been named to handle advertising, package design and industrial publicity for Detro Mfg. & Sales Co., Culver City, Cal.

Silliman Evans Jr., 36, Nashville Publisher, Dies of Heart Attack

NASHVILLE, Aug. 1—Silliman Evans Jr., 36, publisher of the *Nashville Tennessean*, died of a heart attack here Saturday.

A leader in the development of r.o.p. color and an authority on color reproduction in newspapers, Mr. Evans became publisher of the *Tennessean* in July, 1955, following the death of his father.

After World War II, in which he flew with the Air Transport Command, Mr. Evans worked on the *Sherman Daily Democrat*. After a time he moved to Nashville, and in 1947 his father named him assistant publisher of the *Tennessean*. In 1948 he and his father bought the *Sun*, Morristown, Tenn., and the younger Evans became president of the paper. After selling the *Sun* in 1949, he devoted his full time to the *Tennessean*.

HYLAND L. HODGSON

NORWALK, CONN., Aug. 1—Hyland L.Hodgson, 69, retired agency executive, died July 24 in Norwalk Hospital of arteriosclerosis after a long illness.

Mr. Hodgson, originally from Trenton, N. J., started his ad career with N. W. Ayer & Son, Philadelphia, in 1919. From 1926 to 1931 he was vp and New England manager for Ayer. In 1931 he was transferred to New York as head of the agency's newly established radio department.

He left Ayer in 1935 to become a partner in J. M. Mathes Inc. In 1945 he left Mathes to join Ellington & Co. as a vp and director. He retired in December, 1955.

MAJOR GEORGE HARRISON

LONDON, Aug. 1—Major George Harrison, 76, chairman of the London Press Exchange, died at his home at Dorking, Surrey, on July 26.

Major Harrison joined London Press Exchange in 1920 and became chairman of the agency in 1940. In 1958 he was the first chairman of the steering committee which launched British tv's audience measurement service. #

San Antonio Agencies Merge

Two San Antonio agencies—Max Waghorne & Associates and Cusick-Schwerke & Wild Advertising Agency—have merged. The new agency will be called Waghorne, Schwerke & Associates, and will be headquartered in the Farm & Home Bldg., 403 E. Travis.

Catholic School Journal

MORE THAN 9,000,000 YOUNG AMERICANS
ARE UNDER CATHOLIC INSTRUCTION

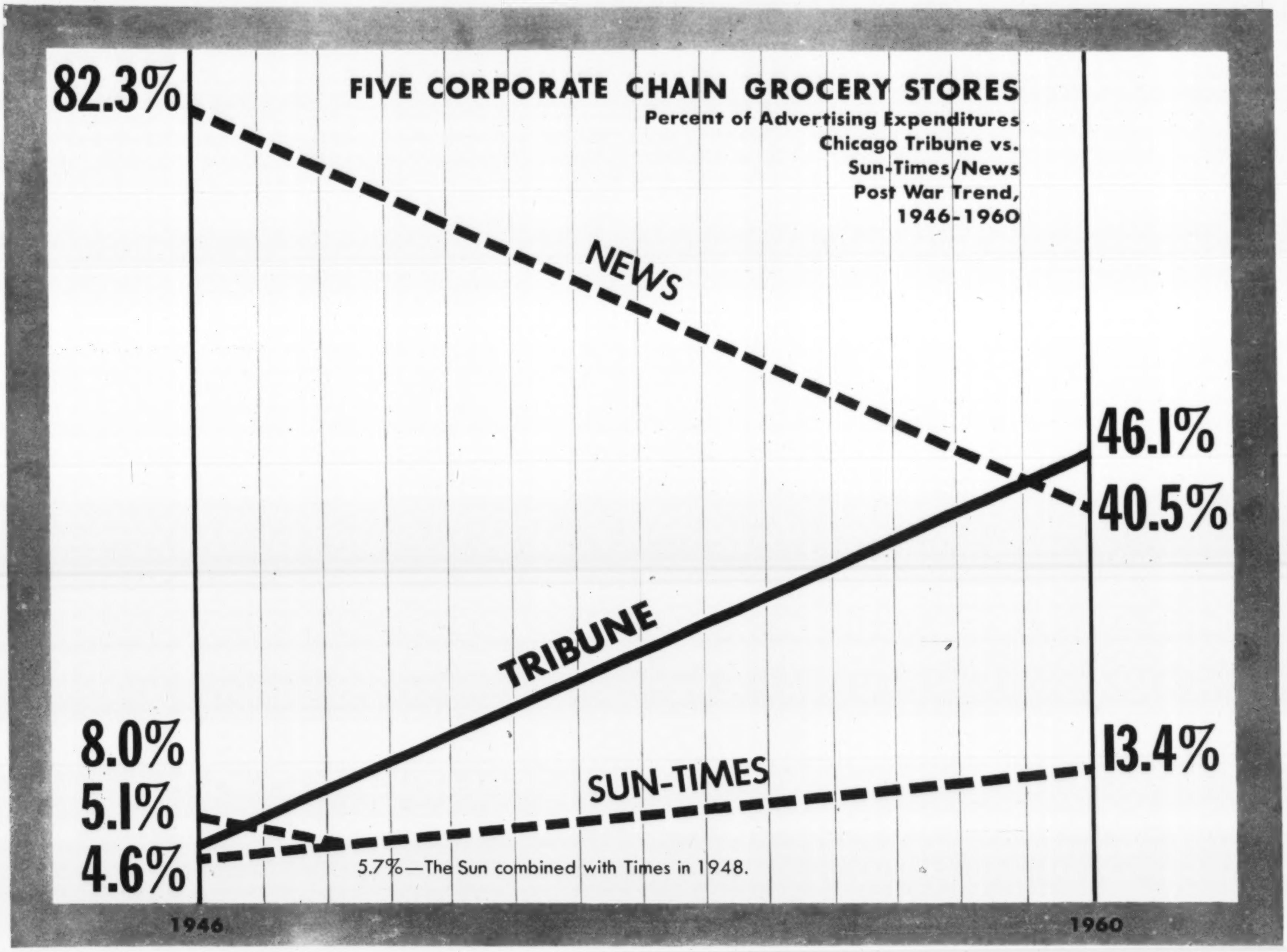
The exact figure is 9,136,000 including full-time parochial schools, orphanages, and public school children receiving Catholic instruction.

Here is a huge, independent growth market for equipment and supplies . . . a market reached by Catholic School Journal . . . read regularly by the greatest single concentration of Catholic educators and administrators.

Send today for brochure and sample copy

CATHOLIC SCHOOL JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin

Top Chicago chains lead the trend to the Tribune



If you're in the food business to make money, it pays to stay on top of the trends. And the trend in Chicago is clearly to the Tribune.

Since the end of WW II, the Tribune has scored spectacular gains in corporate grocery chain advertising. The combined advertising expenditures of A&P, High Low, Jewel, Kroger and National in the Tribune totaled $1,462,000 in 1960. This was more than was spent in any other paper.

For many years the Tribune has led all U.S. newspapers in general food linage. Now retail grocers are increasing their use of its superior selling power.

What about the advertising dollars you spend in Chicago? Are you keeping up with the trend to the Tribune? Dollar for dollar of your advertising budget, Chicago's leading newspaper can produce more sales and profits for you.

MORE READERS...MORE ADVERTISING...MORE RESULTS—

The Tribune Gets 'Em in Chicago!

"My wife said, 'Why wait'?"

" . . . But you have to work hard."

"My associates were curious . . ."

"They said it agreed with me."

By George! He Did It . . .

Agency Man Moran Makes Transition from Treadmill to Tropics Look Easy

CHICAGO, Aug. 2—Dreams of a carefree life on a tropical island put that far-away look in the eyes of a number of Chicago admen this week. The sudden rash of daydreaming was due not to the position of the moon, but the visit of one who actually made the move from tedium to tropics.

Back in 1957 Roger Moran decided that he'd had enough of the agency business. "I cleaned out my desk at Kenyon & Eckhardt, pulled up stakes, sold my home and moved down to the Virgin Islands to start a new life," he said.

Now a "mild success" as head of his own construction and real estate company, Mr. Moran came back for a few days of visits while on his way to pick up his daughter at a summer camp in Michigan.

■ "I found a lot of my former associates were curious about life in the Virgin Islands," he said. "And they said I looked as if it agreed with me."

Touring Michigan Ave. in his multi-colored sports coat and a "plantation owner" Panama hat, Mr. Moran indeed looked as if he had just come in from an inspection of the cane fields. As a concession to the concrete jungle, he wore a shirt with tie. ("I almost forgot how to tie a tie.")

THE HUNTER—*An infrequent visitor to the shoreline of St. Thomas is the shark, but when one showed up recently Roger Moran dispatched it with his hunting rifle.*

ON THE BEACH—*Mr. Moran relaxes with some of the reasons he decided to leave Chicago for the Virgin Islands: Wife Evelyn; April, 14; Roberta, 10; and Janet, 6. A son, Terry, 17, attends Admiral Farragut Academy in St. Petersburg, Fla.*

■ His advice to those who would follow: "It's a wonderful life—ideal climate, lots of swimming, fishing and boating, beautiful scenery—but you have to work hard. It's like pioneering. I put in between 75 and 80 hours a week."

Doesn't sound like much of an advantage over the martini-and-groupthink routine?

"Well, it's different. Down there you're fighting things, not other people. My grandfather used to say, 'Don't ever get yourself in a position where you can't tell any man to go to hell.' Now I know what he meant."

■ Mr. Moran's switch from advertising to construction did not bring him into unfamiliar territory. He studied to be an engineer, to follow in his father's footsteps, but after World War II he found the field somewhat crowded. "My sister had a good job in advertising, so I thought I'd try that," he related. He started out in traffic at Young & Rubicam, later moved to copywriting and then into tv. He also served at Earle Ludgin & Co., North Advertising (where he was creative director and account supervisor on Toni) and K&E.

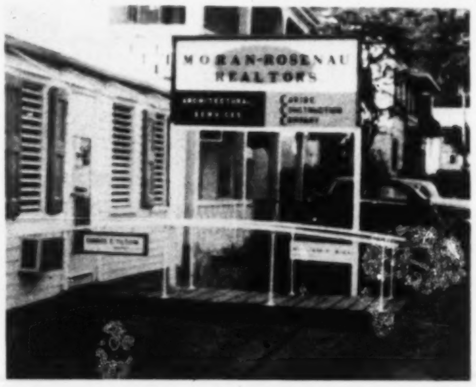
■ It was during a tour at Ludgin that he vacationed in the Virgin Islands and found where he planned to retire some day. He made some investments there to begin the procedure. One day he said to his wife, Evelyn, "Well, I think in about 15 years we can retire and move to the Virgin Islands."

Her reply—"Why wait?"—moved the timetable up by 15 years.

■ Many others in advertising and allied fields also made the move. Mr. Moran said these include Kay Baily and Jonel Jorgulesco, both from Y&R, New York; Gene Harman, formerly of Time Inc.; Walter Brown, who was exec vp of Columbia Artists talent agency; and Wellington (Duke) Wales, who formerly edited a newspaper in New York State.

Mr. Moran, who lives in the capital city of Charlotte Amalie, on St. Thomas, has been telling his Chicago friends that he'd like to see more midwesterners migrate to the Virgin Islands. "A lot of people from the East come down, but not too many from the rest of the country," he said.

Harried admen west of Newark, please note. #



THE SHOP—*Roger Moran's office in Charlotte Amalie includes his construction and real estate enterprises, with additional space rented out to an architect.*

Ziv-United Artists Adds 'Diamonds,' 'Ripcord' Sales

Ziv-United Artists Television Co., New York, has sold alternate-week sponsorship of "King of Diamonds" to Jackson Brewing Co. (Doherty, Clifford, Steers & Shenfield) for the additional markets of KGNC-TV, Amarillo, Tex., and WAFB-TV, Baton Rouge, La. Other alternate-week sponsors are Fels & Co. (Aitkin-Kynett Co.) for WXEX-TV, Richmond, Va.; WBRE-TV, Wilkes Barre, Pa.; WNEM-TV, Bay City-Saginaw, Mich.; and Kroger Co. (Campbell-Mithun) for KSLA-TV, Shreveport, La.; WJW-TV, Cleveland, and WFMJ-TV, Youngstown, O. "Diamonds" has now been sold in 171 markets.

Ziv-UA's "Ripcord" has been sold to Lincoln Income Life Insurance Co. (Fred R. Becker Advertising Agency) for alternate weeks with Brown & Williamson Tobacco Corp. (Ted Bates & Co.) on WHAS-TV, Louisville. In addition, Lincoln Life bought sponsorship on KWTV, Oklahoma City, and WKYT, Lexington, Ky. Savannah Sugar Refining Corp. (Burton E. Wyatt & Co.) has added WSB-TV, Atlanta; WITN, Greenville-Washington, N. C.; and WSJS-TV, Greensboro-Winston-Salem, N. C. Sales of "Ripcord" have now passed 100.

'Construccion' Not Part of F. W. Dodge Operation

A story dealing with McGraw-Hill's plans to expand *International Management* (AA, July 31), reported that *Construccion*, a Spanish language monthly covering the construction industry, is now part of the F. W. Dodge operation. Actually, the publishing responsibility for *Construccion* was transferred on July 1, 1961, to Robert F. Boger, who is also publisher of *Engineering News-Record*, *Construction Methods & Equipment*, and *Construction Daily*. These publications all fall within the responsibility of the publications division of McGraw-Hill, not F. W. Dodge Corp., a separate McGraw-Hill subsidiary.

Airport Ground Transportation Assn. Launches Drive

Airport Ground Transportation Assn. has begun a campaign with a spread in *Air Travel* scheduled to run in every issue throughout the year. The drive includes direct mail and the posting of easels in airports, travel bureaus and hotels. William J. Cutbirth heads the advertising committee, whose members are Robert Parrish, publisher of *Air Travel;* Fred Kopp, Advertising Art; and Johnny Johnston, Wettson, Nowell & Johnson, Los Angeles representatives of *Air Travel.*

Central Registry Picks Officers

Central Registry of Magazine Subscription Solicitors, New York, has elected William S. Campbell, assistant director of circulation of Hearst Magazines, as chairman, and E. H. Sloat, director of subscription circulation of Fawcett Publications, vice-chairman. Named new directors by the Magazine Publishers Assn., which sponsors Central Registry, were Robert H. Fentress, circulation manager of Johnson Publishing Co., and Edward H. Sand, vp and circulation director of Parents' Institute.

Spahn Joins NR Agency

George R. Spahn, formerly advertising and sales promotion manager of Remington Rand International, New York, and manager of marketing services of Remington Rand of Canada, has joined NR Advertising, Hicksville, N.Y., as an account executive. NR has been appointed to handle advertising for Unit Portions Inc., West Hempstead, manufacturer of single servings, in hermetically sealed plastic containers, of jellies, condiments, syrup, parmesan cheese and cranberry sauce.

Sackheim Promotes Friedman

Jerome Friedman has been named associate art director of Maxwell Sackheim-Franklin Bruck, New York. He was formerly assistant art director of the agency.

Terry to 'Space Age News'

Richard Terry, formerly account executive of Anderson-McConnell Advertising Agency, Los Angeles, has been named advertising manager of *Space Age News*, Beverly Hills.

Harrison Adds Distributor

Beltone Manhattan Co., New York, distributor of Beltone hearing aids, has appointed Lester Harrison Inc., New York, to handle its advertising.

WHO BUYS CAKE MIX IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: CAKE MIX **TOTAL HOUSEHOLDS: 517,900**
USER HOUSEHOLDS: 75.8% (392,568)

CHARACTERISTIC	CAKE MIX USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	59.8%	21%	23%	14%
$3000 - $4999	71.7	32	34	19
$5000 - $6999	83.9	45	39	22
$7000 or more	89.6	59	47	17
AGE (Head of Household)				
Less than 35	81.5%	37%	36%	14%
35 to 50	77.0	39	34	20
50 or more	68.8	36	37	20
FAMILY SIZE				
1 or 2	64.0%	36%	36%	17%
3 or 4	80.5	41	37	20
5 or more	80.2	35	33	18
OCCUPATION				
White Collar	80.0%	49%	42%	20%
Blue Collar, Skilled	81.1	35	35	22
Unskilled & Farm	64.1	28	27	9
Other	64.4	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

Nearly 76% of the 517,900 families who make up the Houston market buy and use packaged cake mix . . . and to folks who market convenience in a carton, that's a heap of homemakers.

But numbers alone are no sure recipe for a successful marketing story.

The real ingredients of a market pop out when you look behind the labels and find the distinguishing characteristics for a particular product and brand.

And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells cake mix manufacturers that homemakers who purchase their pastry in a box in the Houston market tend to have higher incomes, are younger than average, cook for medium size family groups and are married to either white or blue collar husbands.

It also tells cake mix marketers that the same characteristics that apply to cake mix buyers apply to readers of THE HOUSTON POST.

Whether you're selling cake mix or cat food, razor blades or rice, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

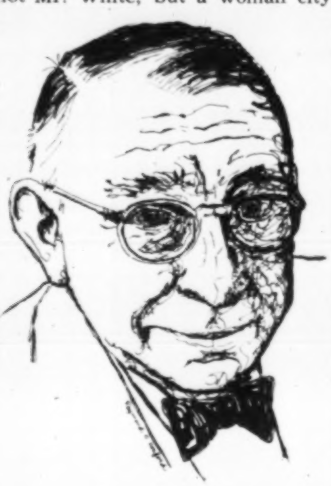
THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

Adman Marley Says 'Emporia Gazette's' Woman City Editor Taught Him His Trade

CHICAGO, Aug. 2—Robert O. Marley, who started his writing career 52 years ago on William Allen White's *Emporia Gazette*, retired this week as vp and secretary of Aubrey, Finlay, Marley & Hodgson (AA, July 31).

During his long career he turned out copy for several newspapers, two mail order houses and three agencies. It is not surprising that he gives much credit for his abilities to Mr. White's famed newspaper. It is somewhat surprising, however, that Mr. Marley credits not Mr. White, but a woman city editor of the *Gazette*, for teaching him his trade.



MEMENTO—*This sketch of Robert C. Marley, retiring vp and secretary of Aubrey, Finlay, Marley & Hodgson, was done by agency artist Raymond Hosford. It is part of an illustrated poem presented to Mr. Marley by agency personnel.*

"Laura French was a demanding woman from whom I learned everything I know about writing," he told ADVERTISING AGE.

■ Mr. Marley, born in Normal, Ill., in 1890, got a job on the *Gazette* in 1909, while he was attending Kansas State Teachers College.

"A relative advised me to try journalism as a career," he recalled, "and I sent for some information from the University of Missouri's journalism school. Mr. White heard of my interest in journalism, and gave me a chance to do campus reporting."

He left college in his sophomore year and, with Mr. White's recommendation, became a reporter for the *Kansas City Star*. He followed this with two years at the *Chicago American*, then returned to the *Star* before becoming a publicity man for Empire Gas & Fuel Co., Kansas City.

■ In 1921 Mr. Marley entered the advertising field, joining Montgomery Ward & Co., Chicago, as catalog editorial and copy chief. Five years later he moved over to Caples Co. as vp in charge of the Chicago office. In 1928 he joined Mitchell-Faust Advertising Co. as copywriter and account executive. This was followed by another hitch in the mail order business, this time as editorial and copy chief for the Sears, Roebuck & Co. catalog.

Mr. Marley joined Aubrey, Moore & Wallace as a copywriter in 1940, later became an account executive, and when the agency took its present name in 1951 he was named a director and officer.

"I suppose my most satisfying work at the agency was on the introduction of International Harvester's consumer refrigeration products after World War II," he said. "We had to start from scratch, since it was an entirely new field for them."

■ The "sharpening of collateral services"—especially marketing and motivation research—has provided the biggest change in the agency business over the years, Mr. Marley said.

During the last several years, Mr. Marley has devoted most of his efforts to the agency's corporate business, and drawing on that experience he declared that the 15% commission system is still "a sound way of financing an agency."

He noted, however, that profits continue to be squeezed in the agency business, and that if the 15% system eventually becomes uneconomical, the cost-plus system is the best alternative.

"I don't see how you can charge a fee in advance when you don't know how much you'll have to put into an account," he said.

■ Mr. Marley will continue to live in Wilmette, Ill., after his retirement. Mr. & Mrs. Marley have a daughter, Ann Hutchison, in Con-

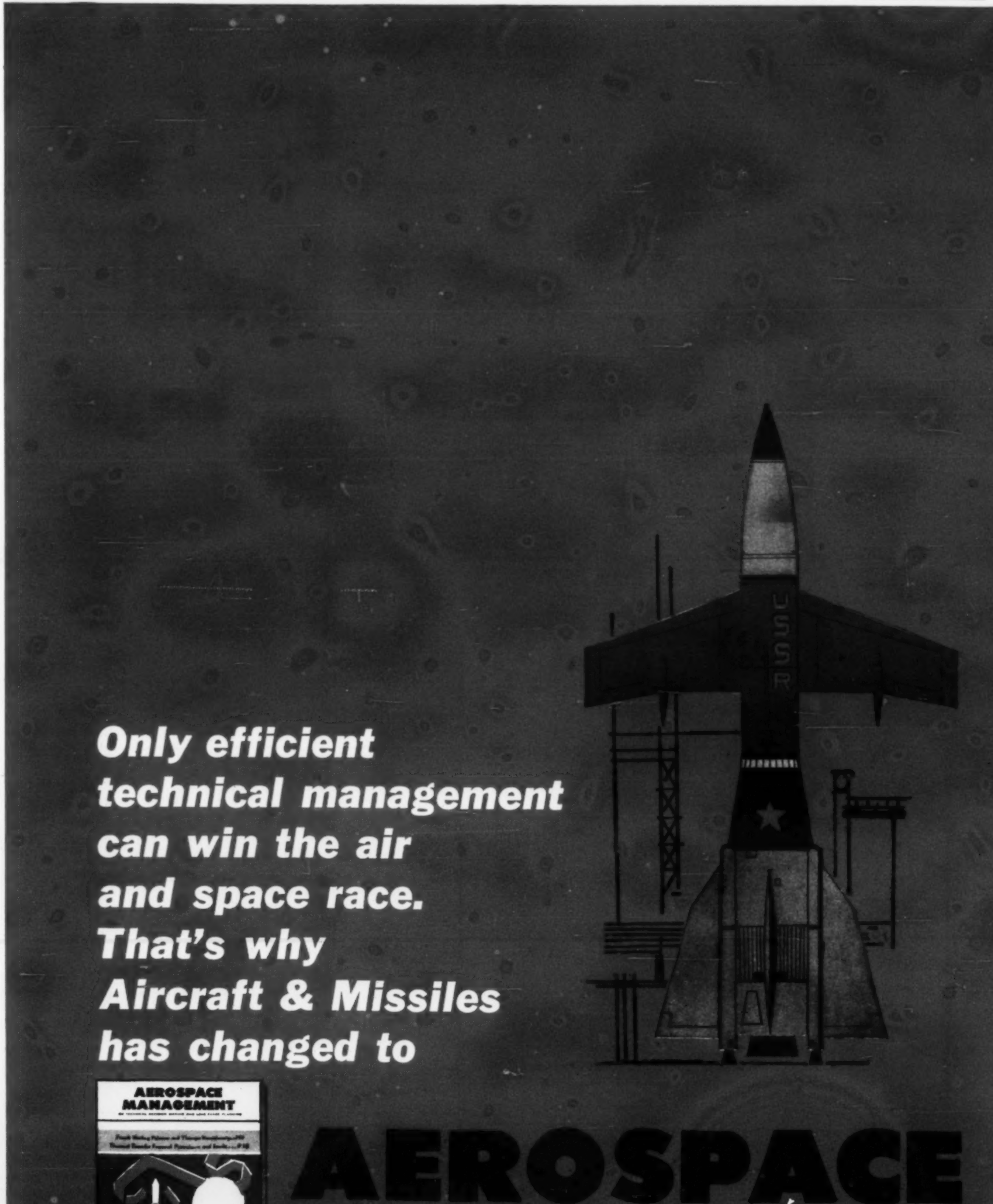
Connecticut's
FIRST
Automotive
Market

Among all Connecticut cities of 25,000-or-over population, New London is *first* in household Automotive sales . . . $1356 spent yearly!*

Market coverage? *The Day*, the only local daily, gives 90% coverage of this 79,510 ABC City Zone!

* SM '61 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN
& SINDING, INC.


Only efficient technical management can win the air and space race. That's why Aircraft & Missiles has changed to
AEROSPACE MANAGEMENT
AEROSPACE
USSR

necticut, and a step-son, Frederick Maas, in Rochester.

Retirement plans? "Well, living so many years in one house, I've accumulated a lot of things," Mr. Marley said. "So I'm just going to start throwing out the junk, and putting the rest of it in order." Homeowners will agree that Mr. Marley has set out on a whole new career. #

Miss Simpson Gets New Post

Josephene Simpson, formerly head of the home economics department at Fitzgerald Advertising, which was absorbed last month by Knox Reeves Advertising, has been appointed director of home economics at California Foods Research Institute, San Francisco. Besides supervising new product development and other test kitchen activities, she will consult on advertising and merchandising for agencies served by the institute.

Kinard Joins Spencer

Al J. Kinard, formerly manager of product research of Quaker Oats Co., Chicago, has been appointed to the new position of director of consumer research of Dwight Spencer & Associates, Chicago, market research consultant. Mr. Kinard will be responsible for the company's nationwide interviewing staff and consumer home panel.

Dowst Sets New Push for Toys

Strombecker division of Dowst Mfg. Co., Chicago, will run ads this fall in *Boys' Life*, *Playboy*, *Sports Illustrated* and *True* to promote its line of miniature racing cars. Herbert Baker Advertising, Chicago, is the agency.

Whirlpool Appoints Sweet

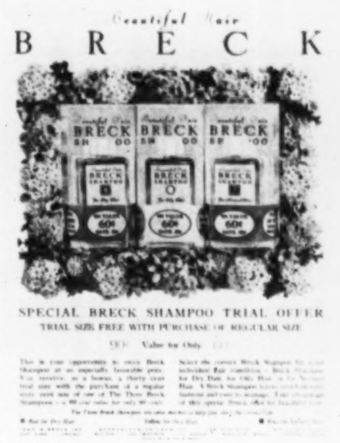
S. E. Sweet has been appointed to the new position of director of merchandising of Whirlpool Corp., St. Joseph, Mich. Mr. Sweet was formerly general manager of the company's refrigeration division.

Bofinger Adds Penn Crete

Penn Crete Products Co., Philadelphia, manufacturer of plaster, stucco and paint products, has appointed Charles F. Bofinger Advertising, Wyncote, Pa., to handle its advertising.

Saltman Joins WJW-TV

Sheldon Saltman, formerly assistant promotion manager of WBZ-TV, Boston, has been appointed promotion manager of WJW-TV, Cleveland.


Beautiful Hair
BRECK
SPECIAL BRECK SHAMPOO TRIAL OFFER
TRIAL SIZE FREE WITH PURCHASE OF REGULAR SIZE

OFFER—*Breck spearheads its trial offer with this color page in the August Ladies' Home Journal.*

Breck Interrupts Magazine Series for Shampoo Trial Offer

SPRINGFIELD, MASS., Aug. 1—John H. Breck Inc. will introduce a "Special Breck Shampoo Trial Offer" in magazines and on tv this month.

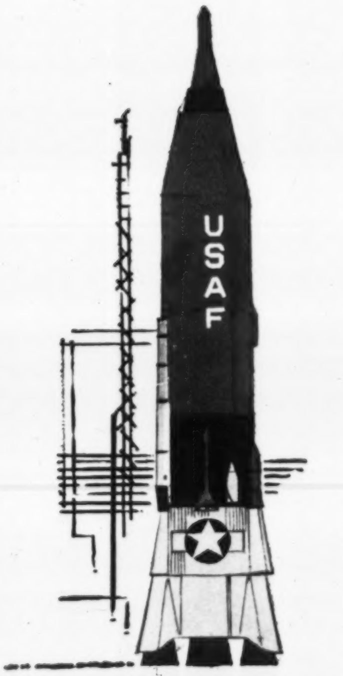
It will offer a 60¢ 4-oz. bottle of Breck shampoo to which is banded a "free" 1½-oz. Breck shampoo, valued at 30¢. The consumer has a choice of shampoo for oily, dry or normal hair.

- The magazine ads temporarily abandon Breck's traditional approach of pastel portraits of full-faced, meticulously coiffured young women.

The campaign is spearheaded in *Ladies' Home Journal* with a full page featuring a large four-color illustration of the special offer with a background of blue flowers. Other magazines which will be used are *Good Housekeeping*, *Glamour*, *Seventeen*, *American Girl*, *McCall's*, True Story Women's Group, *Scholastic Magazines* and *Co-Ed*.

The offer also will be made on the "Breck Family Classics" presentation of "Jane Eyre," on CBS-TV, 10-11 p.m. (EDT) Sunday, Aug. 6.

Charles Sheldon Inc. is the agency for Breck shampoos. #



"We have never specified long-range goals on an urgent time schedule nor managed our resources and our time so as to ensure their fulfillment." **President Kennedy**

"We must work to reduce development time through real analysis, and sometimes by a drastic overhaul of decision-making processes." **Hon. Robert S. McNamara**
Secretary of Defense

"It readily can be seen that we are dealing with one of the most complex technical and management situations which could be found to exist."
General Samuel E. Anderson
Commander, Air Logistics Command

". . . We are depending more upon a single contractor to pull all technical aspects of a complex weapon system together. We are encouraging use of advanced management techniques . . ."
Rear Admiral Paul D. Stroop, U.S. Navy
Chief of the Bureau of Naval Weapons

What do we need to win? The nation's leaders are convinced that *management* is the vital ingredient to make our technical brainpower and superior production capability pay off.

The aerospace industry, however, is sophisticated, complex and technical. It is staffed with engineers, scientists and project leaders who have had to learn "management" on the run.

That's why Chilton has evolved AIRCRAFT & MISSILES into AEROSPACE MANAGEMENT, the magazine for technical decision-making and long-range planning. This publication will help the technical managers of our aerospace programs better streamline, tighten up and push their projects to quick, effective conclusions.

AEROSPACE MANAGEMENT's:

EDITORIAL reflects the unique management problems that confront a nation that must crash through in hundreds of new air and space projects. *No other publication serves this need exclusively.*

CIRCULATION, based upon AEROSPACE MANAGEMENT's own and exclusive census of the aerospace industry, offers advertisers the technical decision-makers and long-range planners whose needs for management knowledge are integrally linked with their needs for design and production information.

AEROSPACE MANAGEMENT is a logical step for Chilton Company, whose constant research efforts keep its magazines alert and responsive to the needs of their respective industries. Therefore, no other publication now offers such high readership potential among the aerospace industry's decision-makers as AEROSPACE MANAGEMENT. Get the full facts today.

MANAGEMENT

For Technical Decision-Making And Long-Range Planning

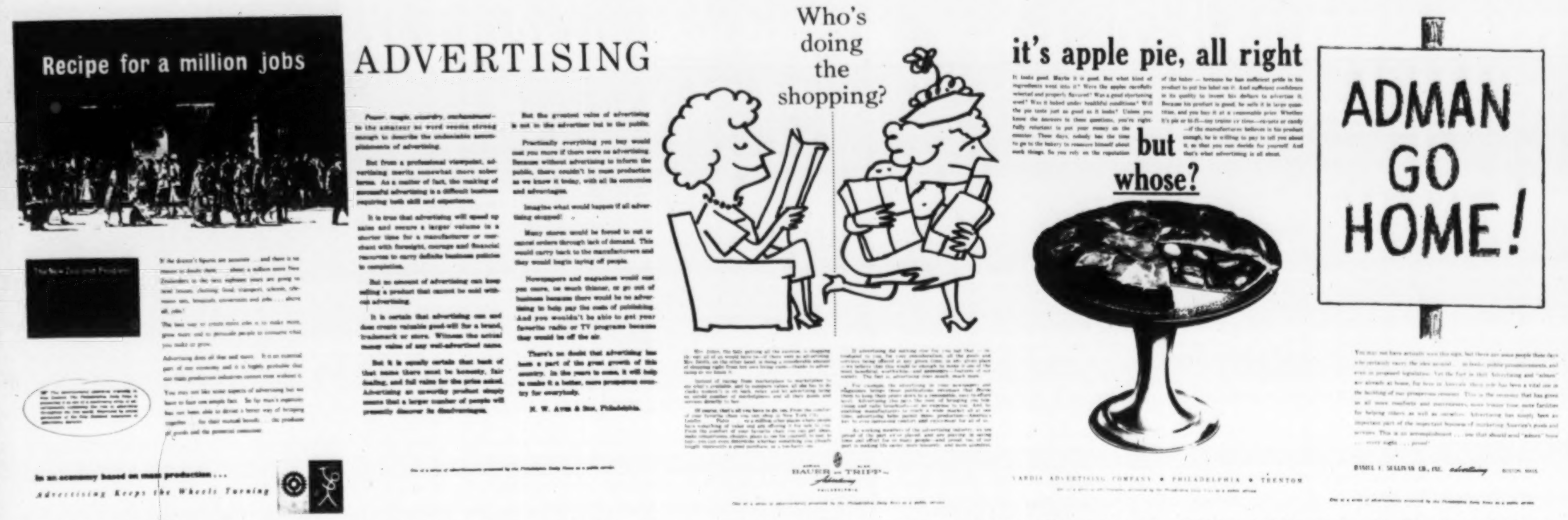
Quotations are from recent public statements.

A Chilton Publication
Chestnut and Fifty-sixth Streets Philadelphia 39, Pa.

"GOING UP-P-P..."

In pace with Southern New Jersey's three rich and rapidly expanding Counties of Atlantic, Cape May and Cumberland, the PRESS now delivers more A.B.C. circulation than all other daily and weekly papers in this area combined.

Atlantic City Press
Southern New Jersey's
"Good Morning" Newspaper
ROLLAND L. ADAMS, President
Represented by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
DOYLE & HAWLEY DIVISION


Recipe for a million jobs
In an economy based on mass production . . .
Advertising Keeps the Wheels Turning
ADVERTISING
N. W. Ayer & Son, Philadelphia
Who's doing the shopping?
BAUER & TRIPP Advertising PHILADELPHIA
it's apple pie, all right
but whose?
YARDIS ADVERTISING COMPANY • PHILADELPHIA • TRENTON
ADMAN GO HOME!
DANIEL F. SULLIVAN CO., INC. advertising

FOR ADVERTISING—*Here are some of the ads in the News series. The first one, by the New Zealand Assn. of Advertising Agencies, was not created for the series, but nevertheless ran as a part of it. The other ads (left to right) are by N. W. Ayer & Son; Bauer & Tripp; Yardis Advertising Co.; and Daniel F. Sullivan Co.*

In Defense of Advertising . . .

'Philadelphia News'-Inspired Ads Reach 8,000,000 in Less Than a Year

Agencies Rally to Offer of Free Space to Present Ad Industry Story to Public

PHILADELPHIA, Aug. 2—A program of ads explaining advertising to the general public—the *Philadelphia Daily News'* answer to the industry's detractors—currently is being supported by about 200 newspapers with a combined circulation of some 8,000,000 copies, as the series nears the 12-month mark.

A year ago the *News* made its offer of a page a week to advertising agencies willing to prepare an ad whose prime function would be to sell advertising, per se, to the consumer. In addition to running the ads itself, the *News* has been supplying mats of them, free, to all newspapers which have requested the series. Newspapers have been using some or all of the ads, at their own discretion.

■ The first ad in the series was run Sept. 23, 1960. As of mid-July, 33 ads, prepared by as many advertising agencies, have been run by the *News* and offered to participating papers.

The series is being received by papers in 38 states, three Canadian provinces, and Bermuda, New Zealand, Belgium, Holland, and the Philippines.

The program has won Gordon Chelf, *News* publisher, the National Advertising Agency Network's annual creative award for contributing most to selling the public on the value of advertising. It also was instrumental in getting the Man-of-the-Year award of the Sales Promotion Executives Assn. for Paul Martin, *News* promotion director. The *News* series was Mr. Martin's idea.

■ All involved feel the program has accomplished what it was designed to do.

Terming the series "extremely successful," Mr. Chelf said that although it is difficult to gauge just how or how much the public has been affected by the effort to explain and promote advertising, the widespread interest and cooperation of newspapers in bringing the messages to a theoretical 8,000,000 people at a time are most impressive.

Mr. Chelf and Mr. Martin thought that perhaps the best result of the campaign has been that it has served as a catalyst for further such efforts by other media, advertising and newspaper groups. The idea has been adopted by newspapers in other cities, which have applied it on a localized basis. Ads in the *News'* series have been requested by advertising clubs, used in instruction of advertising courses, and made the nucleus of speech material.

■ Mr. Chelf said response from agencies invited to participate has been good, and the *News* has been supplied with a steady stream of installments for its series.

Advertising agencies whose ads have appeared report receiving highly favorable comments.

Mr. Martin said Leo Burnett Co., whose ad revolved around the possibility of a career in advertising, received a number of requests for more information.

N. W. Ayer & Son's ad was discussed and included in an Advertising Week mailing to advertisers by the *Indianapolis Times*, a spokesman for the agency said.

Wermen & Schorr received a number of requests for permission from a variety of publications, to reproduce its ads, David Wermen, president said.

A line from the Gray & Rogers ad—"It Pays to Be Advertised At"—was picked up with the agency's permission and used in a series of ads by the Oregon chapter of the American Assn. of Advertising Agencies for a campaign in that state.

■ Following is a list of the agencies whose ads have appeared in the *News* up to mid-July since the series began last Sept. 23. They are listed in the order in which they have appeared:

N. W. Ayer & Son; Gray & Rogers; Grey Advertising; Doherty, Clifford, Steers & Shenfield; Campbell-Ewald; Lavenson Bureau of Advertising; Ullman Organization; Petrik & Stephenson; Kenyon & Eckhardt; Kudner Agency; Wermen & Schorr; Lewis & Gilman; Leo Burnett Co.; New Zealand Assn. of Advertising Agencies; Al Paul Lefton Co.; Raymond G. Dubin Advertising Agency; Yardis Advertising Co.; D. P. Brother & Co.; W. B. Doner & Co.; Bauer & Tripp; J. M. Korn & Son; Kenneth Rader Co.; Bozell & Jacobs; Erwin Wasey, Ruthrauff & Ryan; Ecoff & James & Battle; Donahue & Coe; Benton & Bowles; Daniel F. Sullivan Co.; Aron & Shore; Henry J. Kauffman & Associates; Carlson & Co.; Gardner Advertising; and Milton Jacobson Advertising. #

Why we are losing
Petition: to President Kennedy and the Congress of the United States:
COLD WAR COUNCIL
CWC
We need more positive U.S. action against World Communism

BROADSIDE—*The Cold War Council, a group comprised of advertising people and others in the communications business to combat global communism, has produced this tabloid-size broadside for distribution to church and civic groups around the U.S. The handbill is in support of legislation which would establish a training school for developing non-military cold war skills, including propaganda capabilities.*

CBS Radio Invites Agencies to Tell Advertising's Story

NEW YORK, Aug. 3—Advertising, bruised and blue from public knocks of late, will get a chance to talk back to its critics.

Fred Ruegg, CBS Radio vp, has invited the country's top 100 advertising agencies to put together a one-minute recording to tell listeners "the story of the increasingly important economic and social role played by American advertising."

■ Acceptances already are in from 28 agencies, including Batten, Barton, Durstine & Osborn; Buchen Advertising; Leo Burnett Co.; Campbell-Ewald; Campbell-Mithun; Chirurg & Cairns; Cole Fischer Rogow; Compton Advertising; Donahue & Coe; Albert Frank-Guenther Law; L. W. Frohlich & Co.; Gardner Advertising; Geyer, Morey, Madden & Ballard; Griswold-Eshleman; Henri, Hurst & McDonald; Hixson & Jorgensen; Kenyon & Eckhardt; Ketchum, MacLeod & Grove; Klau-Van Pietersom-Dunlap; MacManus, John & Adams; J. M. Mathes Inc.; Meldrum & Fewsmith; North Advertising; Reach, McClinton; Ross Roy-BSF&D; J. Walter Thompson Co.; and Tatham-Laird.

Each agency was asked to tell its story on tape or record in one minute, using a format of its choice. Each minute will be broadcast 12 times on each of the seven CBS-owned radio stations: WCBS, New York; WBBM, Chicago; WCAU, Philadelphia; WEEI, Boston; KMOX, St. Louis; KCBS, San Francisco; and KNX, Los Angeles.

■ In his letter to agency men, Mr. Ruegg explained the thinking behind the promotion of advertising's point of view:

"The CBS-owned radio stations want to give your agency an opportunity to deliver a message to the people of America about the positive contribution advertising is making to our society . . . its role in the building of our economy, its success in raising our standard of living, its ability to get people and 'things' together . . .

"The importance of creating a better public image of the advertising profession is self-evident. We believe this project will go a long way toward achieving that end," Mr. Ruegg said. #

Burnett Boosts Weiner

Richard Weiner has been appointed art supervisor of Leo Burnett Co., Chicago. He formerly was an art director.

British Add Another 1% Tax to Original 10% Impost on TV

LONDON, Aug. 2—The 10% tax on television advertising imposed by Treasury boss Selwyn Lloyd in his April budget has become an 11% tax.

Mr. Lloyd, Chancellor of the Exchequer, has announced a 10% surcharge of all existing duties, revenues, and sales taxes. Bodies representing various sections of the advertising industry are as violently opposed to this surcharge as they were to the original imposition.

■ It drew this comment from the Advertising Assn.:

"The AA protested against the original tax of 10% on television advertising when it was introduced in May. The same objections apply to the 1% increase now announced.

"The only consolation on this occasion is that the increase applies to all goods subject to customs duty. The most that can be hoped for is that the chancellor will reconsider the television tax after the Pilkington Committee has issued its report."

The Pilkington Committee is an official body set up to recommend the future pattern of broadcasting and television in Britain. It is now taking testimony from interested persons and bodies.

■ The Institute of Practitioners in Advertising said:

"We see the surcharge as an extra load on the deadweight on the cost of distribution. We have not changed our attitude. We still think this is a bad tax." #

Chicago Artists Guild Publishes 1961 Directory

Artists Guild of Chicago has published its 1961 directory containing names, addresses and telephone numbers of the 900 member artists.

The directory features information about the guild's new Visual Arts Center, located at 27 E. Ohio St. The center houses guild offices, employment service, studios, and a combination gallery and lecture room. The center was built in June, 1960. The guild has elected Alex Yaworski president, succeeding Marvin Abelson, who resigned.

Dayco Boosts Conlon

Joseph A. Conlon has been appointed vp, sales, rubber products division of Dayco Corp., Dayton, O., succeeding Robert G. Burson, who has resigned. Mr. Conlon was previously marketing manager of the same division of Dayco.

Motivation? How about money?

Why do people read magazines? For information, awareness, understanding of their world and themselves. In pursuit of an interest — art, sport, travel, fashion, tree snails or old jokes. For vicarious adventure or romance, escape. To learn how to broil a steak, split an atom, build a birdhouse. To kill time or discourage a talkative barber. The reasons are as many and varied — as people themselves.

But we do know what moves 1,300,000 subscribers to read a certain magazine. The motivation is money. The magazine is Successful Farming.

Farming is a highly volatile business. Every year, farms decline in number, increase in acreage, require more investment, machinery and equipment, and better management.

To the major producers of livestock and field crops, Successful Farming is their management manual. It helps its readers save time and work, lower costs, improve earnings, plan better, buy better, take advantage of every advance in farming. It is not only read, but studied, kept, consulted again and again.

For fifty-nine years, Successful Farming has served the country's best farm families — earned an influence few media can match; an influence that augments reception and response for the advertising it carries.

SF farm subscribers have more land, buildings, equipment, livestock than the average farmer; for the last decade had farm cash incomes about 70% above the US farm average; are one of today's best class markets, for everything.

If you want more action from advertising, put it in Successful Farming. And ask any SF office about the sales opportunities in SF's 12 Regional and State editions.

Successful Farming

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

Pepsi's New Teem Division Names Worden; Expects 12% of Lemon-Lime Market by 1962

NEW YORK, Aug. 1—Pepsi-Cola Co. said today it expects Teem to capture 12% of the lemon-lime soft drink market by the end of 1962. Teem is the lemon-lime drink, introduced by Pepsi in the Midwest in 1959.

Robert M. Worden

This goal was set as the company announced record earnings for the first six months of 1961 and the formation of a new unit called the Teem division.

The new division will market Teem and the other new Pepsi line, the Patio fruit-flavored drinks. It will be headed by Robert M. Worden, who has been in charge of Teem marketing as new products manager. Mr. Worden was named vp in charge of the new division.

■ Herbert L. Barnet, Pepsi's president, reported that in spite of the inclement weather in the early part of this year the company racked up profits of $6,805,000 in the first six months, compared with $6,670,000 in the same 1960 period.

Messrs. Barnet and Worden pointed out that Pepsi is moving into a rapidly-expanding market with Teem. They noted that in the past ten years lemon-lime's share of the total soft drink market had moved up from 8.5% to 16%. If growth continues at this rate, lemon-lime will account for 29% of soft drink sales by 1970.

■ One brand, Seven-Up, dominates this field. Mr. Worden estimated Seven-Up's share of market at 75%. Mr. Barnet said, "We always run hungry," but he added that the company believes that its promotional efforts will result in an expansion of the total market so that both brands should benefit.

The Teem division was formed after distribution was expanded to cover more than half of the national population. Teem is now being offered by 250 of Pepsi's 530 franchised bottlers. By the end of this year Teem is expected to be available to 70% of the U.S. population.

Distribution has been concentrated in the midwestern states, the strongest market area for lemon-lime drinks. Mr. Worden, a midwesterner, pointed out that in some Midwest localities lemon-lime drinks outsell the colas.

■ An expanded advertising program for Teem is now in the works, although Mr. Worden declined to say how much will be spent this year. Up to now, Teem has been promoted in a four-state regional edition of *The Saturday Evening Post*. This fall it will be moved into a 14-state *Post* regional edition, covering the entire Midwest.

Reviewing the history of the lemon-lime drink, Mr. Barnet noted that this drink has always been used widely as a mixer. He traced its early growth to the prohibition days when, he said, people in the Midwest used the lemon-lime drinks to flavor the "lousy whisky" sold in speakeasies.

Messrs. Barnet and Worden said Pepsi will be promoting Teem as a mixer for hard liquor, just as Seven-Up does. "That's one of the reasons for the name, Teem," Mr. Barnet said.

■ The Pepsi president pointed out that because lemon-lime drinks are consumed as mixers, their sales pattern differs from that of the rest of the soft drink industry. Most soft drinks, he noted, reach their peak sales in the summer; on the other hand, lemon-lime drinks peak is in December at the holiday season and Seven-Up concentrates its advertising power in that period. Pepsi will use a similar strategy with Teem, he said.

Teem will be available in a full spectrum of sizes and packages. It is sold in 7, 8, 10, 12, 16, and 26-oz. returnable bottle sizes, in 10, 12, 16, and 32-oz. non-returnable bottle sizes and in 12-oz. cans.

■ The Patio line, which was introduced by Pepsi last year, is now being offered by 74 bottlers. There are seven patio flavors—orange, grape, root beer, ginger ale, club soda, strawberry, and cream.

Mr. Barnet explained that the Patio line is primarily a local-market operation, enabling the Pepsi bottlers to take advantage of local flavor preferences. In the South, for example, grape is a flavor much in demand, while ginger ale is a popular drink in New England.

One of the prime factors behind the formation of the Teem division and the expansion into different lines is the desire of the company to tap additional revenue from the multi-line vending machines. Pepsi has been financing a vending machine program for its bottlers since 1954 and it has been somewhat frustrating for the company to have spouts filled by other producers of flavored drinks.

■ The Pepsi move duplicates the Fanta beverage division organized last year by Coca-Cola Co. to market its lemon-lime drink, Sprite, and the Fanta line of fruit-flavored drinks. Coke has also been marketing Sprite in the Midwest but so far it is offered by only 5% of Coca-Cola bottlers.

Mr. Barnet said Pepsi-Cola does not expect Teem to make a contribution to profits for another two to three years.

Pepsi's agency, Batten, Barton, Durstine & Osborn, will continue to handle Teem and Patio.

■ Following Pepsi's formation of the new division, Batten, Barton, Durstine & Osborn announced the appointment of Richard J. Maylander as account executive in charge of new Pepsi-Cola products. Mr. Maylander had been an account executive with Benton & Bowles since 1955. #

t.f. Club Contest Opens

Cleveland's t. f. Club has opened competition in its annual contest for the best ad campaigns in industrial, trade, institutional and professional publications. Advertisers and their agencies in Ohio, West Virginia, western Pennsylvania and western New York are eligible. The contest will be judged the week of Aug. 21, and awards will be presented at a luncheon during Business Publications Week in Cleveland, Oct. 9-13. Five classifications, ranging from campaigns of $10,000 and less to $100,000 and more, depending on space budgets, will be included.

'L.A. Examiner' Names Coyle

Jim Coyle, formerly art director of Lennen & Newell, Los Angeles, has been appointed advertising service and promotion manager of the *Los Angeles Examiner*. Mr. Coyle succeeds Elliott Wolf, who is retiring.

Keener Opens Own Offices

Richard E. Keener, formerly manager of graphics and package design of Scott Paper Co., has opened his own company, Richard E. Keener Advertising, with offices at 1 Belmont Ave., Bala Cynwyd, Pa.

Rosenthal Adds Mortronic

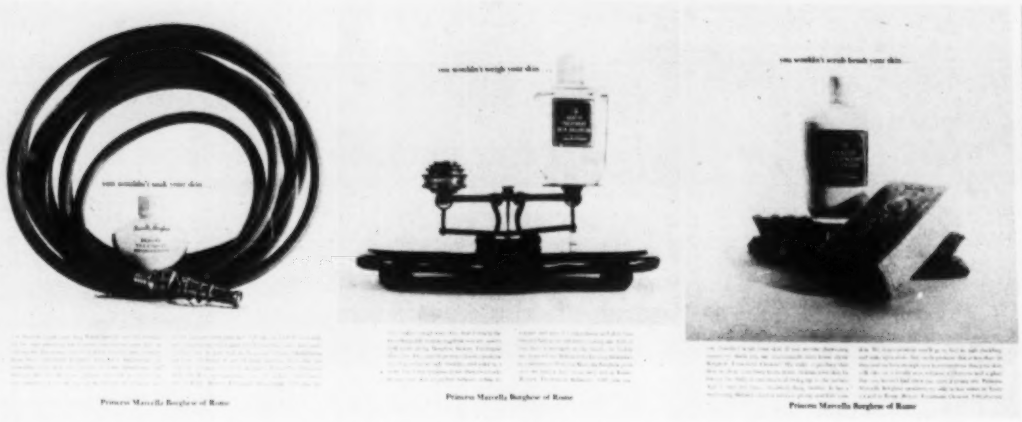
Albert Jay Rosenthal & Co., Chicago, has been named to handle advertising for Mortronic Industries, Chicago, electronics company.

In Chicago

Princess Marcella Borghese Cosmetics Ads Speak Plainly

NEW YORK, Aug. 1—The forthcoming campaign for Princess Marcella Borghese cosmetics takes the forthright view that "the reader of a cosmetic ad is not a complete idiot and that she knows very well that she won't go to bed an ugly duckling and wake up a swan"—and that she will react favorably to an advertiser who acknowledges this.

The b&w ads combine eye-catching, symbolistic photos with disarmingly frank copy. The campaign breaks Aug. 13 in the *New York Times Magazine* with weekly insertions for eight weeks. In October and November, the campaign will appear in *Harper's Bazaar* and *Vogue*.


you wouldn't soak your skin . . .
you wouldn't weigh your skin . . .
you wouldn't scrub brush your skin . . .
Princess Marcella Borghese of Rome
Princess Marcella Borghese of Rome
Princess Marcella Borghese of Rome

UNGLAMOROUS—*B&w ads sans glamor theme will spark Princess Marcella Borghese's new ad promotion.*

■ The ads don't show a woman made beautiful by the product, but instead juxtapose the product with an incongruous prop—a scrub brush, a garden hose, a pair of scales. For example, in one ad a garden hose is coiled around a bottle of Borghese Beauty Treatment Moisturizer.

The headline reads: "You wouldn't soak your skin . . ." and the copy continues with: "You shouldn't soak your skin. Water may be wet and wonderful for your plantings but it doesn't moisturize your skin. If you are the discerning woman we think you are, you certainly must have discovered Borghese Treatment Moisturizer. It nourishes your skin and protects it from dehydration all through the day. We don't promise you will go to bed an ugly duckling and wake up a swan, but we do promise in less than ten days your skin will take on a totally new softness, smoothness and a glow you have had since you were a young one. If your skin tends toward dryness, blemishing, flakiness, wrinkling or any of those tiresome traits that go with age, we urge you to try Borghese Moisturizer."

Jane Trahey Associates is the agency. #

Needham, Louis Names Casey VP and Marketing Director

Thomas A. Casey

Needham, Louis & Brorby, Chicago, has appointed Thomas A. Casey vp and director of the marketing department and a member of the plans board. Mr. Casey succeeds Walter W. Stumpe, who has become account executive.

Mr. Casey was formerly exec vp and director of marketing services of Lilienfeld & Co., Chicago. Prior to that he was co-director of the merchandising department of Tatham-Laird, director of merchandising of Knox-Reeves Advertising, Minneapolis, and merchandising manager of the Armour & Co. advertising department.

Block Gets Warfarin Account

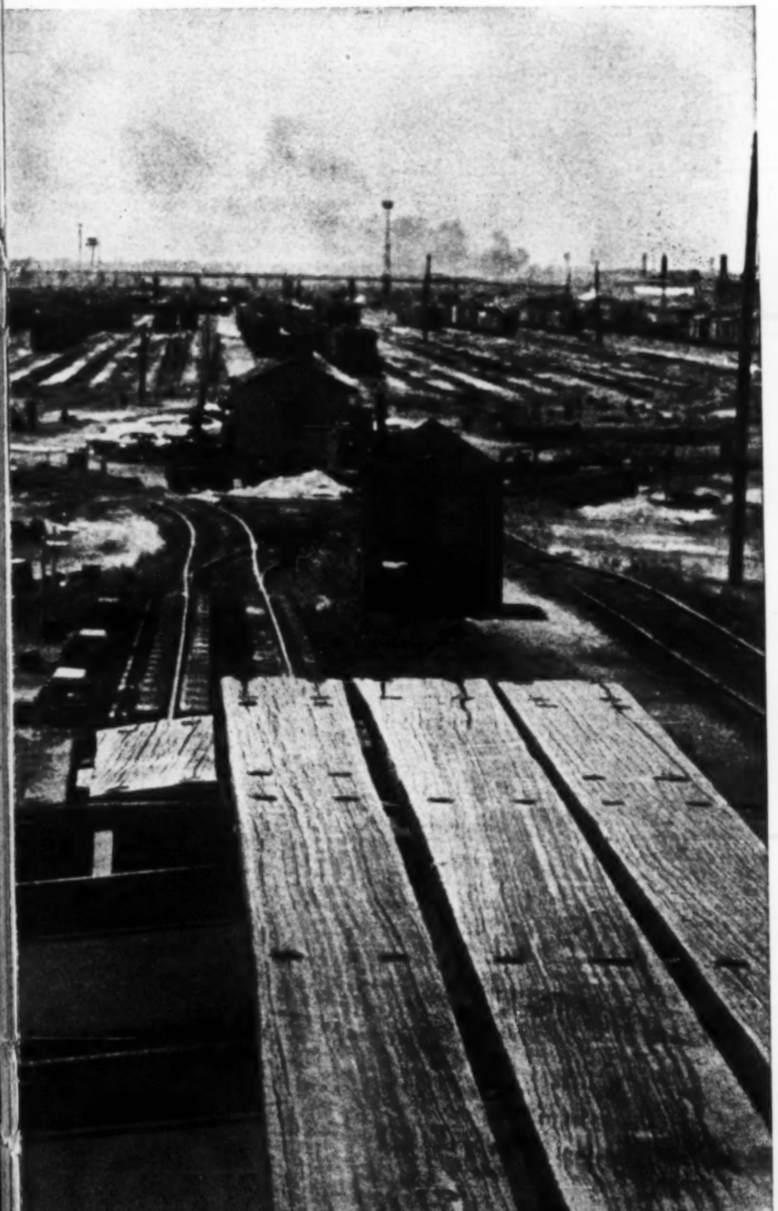
Wisconsin Alumni Research Foundation, Madison, has named Frank Block Associates, St. Louis, to handle Warfarin, a rodent destroyer developed by the foundation in collaboration with the University of Wisconsin. Warfarin will be promoted in business and farm publications in support of a major campaign in *Reader's Digest*. The Block agency also has appointed Anne R. Plack director of marketing and Ruth Plank a copywriter. Miss Plack formerly was with World Clothing Fund; Miss Plank previously was with Schram Advertising, Chicago.

Brust Joins Sigman's Meat

Dan Brust has joined Sigman's Meat Co., Denver, as director of its new advertising department. Mr. Brust was formerly advertising director for a supermarket chain in the Cedar Rapids area.

It's The
TRUTH
That Covers
ELKHART
COUNTY
INDIANA
127% Greater Coverage
Than Next Best Paper
ABC CIRC.: 23,441
A Quality Market—
CITY CSI $7,793
A Growing Market—
METRO AREA 112,300
A Sound Market—
OVER 200 INDUSTRIES
The
ELKHART TRUTH
ELKHART, INDIANA
62% Daily Coverage
of Elkhart County
Represented by
Johnson, Kent, Gavin & Sinding

. . . world's busiest rail center. . . the city's railroad terminal district is larger than the entire state of Rhode Island! Handling 45,000 freight cars daily—more than New York *plus* St. Louis—Chicago continues to live up to poet Carl Sandburg's apt description "freight handler to the nation"!



In Chicago
WGN
TELEVISION
offers better
programming through dedicated
community service!
WGN IS CHICAGO
Quality · Integrity · Responsibility · Performance

week ending:

for the week ending July 16, out of 51 evening half hours, ABC-TV scored as follows:*

	1sts & 2nds	3rds
ABC-TV	40	11

As meaningful as the numbers themselves, is *where* they were tallied. Namely, the most significant of all TV areas—the markets where the watchers can watch *all 3* networks. This could be the

weak ending:

for the same period, in the same evening half hours, Nets Y & Z followed as follows:*

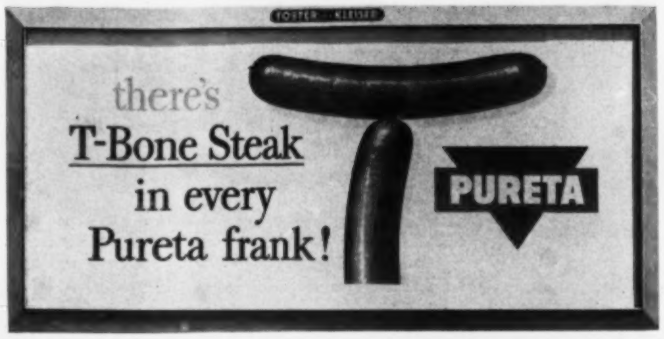
	1sts & 2nds	3rds
Net Y	33	18
Net Z	29	22

reason so much smart money is riding with ABC these days. The odds are definitely on your side.

ABC Television

*Source: Nielsen 24 Market TV Report, week ending July 16, 1961. Average audience, Mon. thru Sat., 7:30-11 PM; Sun., 6:30-11 PM.

PHOTO REVIEW OF THE WEEK



WIENER STEAK—*Pureta Sausage Co., Sacramento, plays up the quality of the meat in its franks and luncheon meats with the T-bone steak theme on this poster. Fletcher Richards, Calkins & Holden is the agency.*

Yates Parker Bashaw Baker Dodderidge Pickering

9TH DISTRICT AFA OFFICERS—*Dick Dodderidge, Bruce B. Brewer Co., new governor of the ninth district of the Advertising Federation of America, pilots the "Schimmel Surrey" with new officers elected at the board meeting in Wichita. They are Tom Yates, Bankers Life Insurance, Lincoln, Neb., treasurer; Ariel Parker, Mountain States Bank, Denver, 3rd lt. gov.; Tom Bashaw, KFH, Wichita radio station, 2nd lt. gov.; Joe Baker, KMTV, Omaha, 1st lt. gov.; and Diane Pickering, Diane Pickering Advertising, Prairie Village, Kan., secretary.*

pop goes the Piper

POP!—*"No wonder the French never drink water," says Renfield Importers Ltd., New York, in this holiday ad set for November and December issues of Gourmet, New York Times Magazine, The New Yorker, and Town & Country. Reach, McClinton & Co. is the agency.*

White Gamble Roper Welch Scala Millard Bell Bowles West Cooke

Strouse Nichols Sterling Coste Zobian MacDonnell Dillon Wells Harrison Caplin

EVERYBODY SELL—*The summer's biggest lunch so far was sponsored in New York by This Week Magazine to mark the success of its editorial features titled, collectively, "Everybody Sell." About 2,000 organizations have asked reprint permission and This Week has supplied 350,000 copies to about 25 companies. Secretary of Commerce Luther Hodges wrote one of the features; the second was by Wilferd Peterson of Jaqua Co., Grand Rapids, Mich. Among the 200 celebrants at the luncheon were (top strip) James White, This Week; Frederic Gamble, Four A's; Burns Roper, Elmo Roper Associates; Robert Welch and John Bell, This Week; Jim Scala, Young & Rubicam; Frank W. Millard, Sterling Drug; John Bowles, Rexall; John West, Graybar Electric; and J. W. Cooke, Glenbrook Laboratories. Also present were (bottom strip) Norman Strouse, J. Walter Thompson Co.; William I. Nichols and John Sterling, This Week; Felix Coste, Outdoor Advertising Inc.; Ernest Zobian, Richardson-Merrell; Russell A. MacDonnell, Benton & Bowles; Thomas C. Dillon and Donald Wells, Batten, Barton, Durstine & Osborn; Lester Harrison, Lester Harrison Inc.; and Paul Caplin, Seamprufe.*

SALES MANAGERS: BREAK the space-buying RULES

BREAK INTO one of America's hottest markets now!

IOWA

Good business continues to better in Iowa! Department store sales in May were 10% above May, 1960. Home building permits first 5 months of this year were UP 10.8% over same 1960 period. Cash farm receipts first 3 months of 1961 were UP 15% over same period 1960, and Iowa personal income gain continues to lead 45 of the 50 states. You can sell in Iowa now!

You may be dealing yourself out of this hot market by following an outmoded rule of space buying . . . that is, buying space only according to standard Metropolitan Area population ranking. This ranking, for instance, lists Des Moines (Polk County) way down the list in size of Metropolitan Area markets.

But we aren't talking about Des Moines or a lifeless statistic — because that statistic distorts the actual marketing facts. What we are talking about is the exciting concept of a horizontal, state-wide market instead of a vertical, metropolitan one. We are talking about IOWA . . . not "just another state," but one of America's most consistently active markets, unified by the state-wide coverage of one of America's great newspapers, the Des Moines Register and Tribune!

The key to it is "circulation coverage." Truth is, with 50% or better coverage in 76 Iowa counties, Des Moines Sunday Register ranks No. 11 and Daily Des Moines Register and Tribune with same coverage in 34 Iowa counties ranks No. 28 among Metropolitan Area markets.

What kind of job will these newspapers do for you? National and regional chains report great successes with state-wide campaigns . . . Sears, Kresge's, Younkers, Wards, Woolworth's, others. Gambles' Vice President in charge of Sales Gus Younger says, "Merchandising and advertising 177 stores all across Iowa requires special techniques. Because we have the Sunday Register at our command, we can do an effective, economical job for every Gambles store in the state. The high intensity coverage of the paper throughout virtually all of Iowa's counties makes it possible to co-ordinate campaigns for proved traffic and profit items. Consistent promotion in key lines is building state-wide acceptance for our brand names which we find being translated into sales in every corner of Iowa."

The customers are buying in Iowa — now's the time to reach them. Now's the time to break the "space-buying rules" and stir up sales for you in record-breaking Iowa with "The Hometown Paper for the Whole State of Iowa.."

DES MOINES REGISTER AND TRIBUNE

350,000 Combined Daily — 500,000 Sunday
Gardner Cowles, President

Represented Nationally by: Newspaper Marketing Associates – New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco

Gates
Howe
Lapick
Freer
Dion
Shoup
Smelko

CONFERENCE—*Frank Lapick, exec vp of Carr Liggett, holds conference to coordinate a client's divisional marketing programs. Stan Gates, account executive, explains plans to Ed Howe, group head; Harry Freer, media director; Hal Shoup, account executive; and agency gals Teddi Dion and Dottie Smelko. Under discussion at the easel is an ad for a new client.*

Carr Liggett Advertising Sets Sights on $4,000,000 Billings Total by 28th Birthday

CLEVELAND, Aug. 2—With its 28th birthday only a few calendar sheets away, Carr Liggett Advertising has fashioned its own greeting card—one that's 14½' long.

It's an accordion-fold promotion piece. When completely pulled out, it stretches almost across the length of the Carr Liggett reception hall. It displays the pictures of every man and woman of the shop, 43 of them.

Appearing at the far end of the unfolded gallery, in picture No. 43, is the president, John F. Wilson, sandy-haired, 6', 1", 43 years old. That, coincidentally, is the average age of the agency's key executives.

Carr Liggett

John F. Wilson

■ The Carr Liggett organization has been growing rapidly. It is billing $3,500,000 and expects the total to touch $4,000,000 by the 28th anniversary date, early in 1962. Its billings have increased 100% since 1957, and 500% in the last ten years.

"We don't have a single client accounting for more than 15% of the total," Mr. Wilson said. "All the clients can feel secure, knowing that no single account can dominate the shop or tie up all the principals with a sudden emergency."

Although Carr Liggett is still frequently described as "medium size" in the Cleveland advertising arena, the term is more habitual than factual.

■ Mr. Liggett did start small, practically on a scratch pad. After service as an infantry lieutenant World War I, he worked in the ad department of a sash and door company in Cincinnati, then joined an agency there. In 1920, he helped establish an agency partnership in Cleveland, which was incorporated under Mr. Liggett's name early in 1933.

Mr. Liggett recalls, in midwestern idiom, that the agency was "beginning to grow like a weed," when the stock market tornado struck in 1929. Then, during the business drought of the 1930s, it shriveled and the partnership withered. "My partner thought the only way to deal with the depression was just to out-live it," says Mr. Liggett. "I wanted to shake my fist at it. We dissolved the partnership in 1933."

■ In that bleak year, Mr. Liggett had three employes—an artist, an office secretary and a cub who wrote some copy and served as factotum. They occupied an office in Cleveland's Leader Bldg., on Superior Ave., less than a block from the agency's present-day quarters in the Superior Bldg. on the same street. "We had three or four clients," he remembers, "and our total billings would have just about paid the salary of a crackerjack account executive nowadays."

Today, the agency—it's now calling itself CLAI—is either fourth or fifth in Cleveland-based agency billings.

■ The CLAI clients are spread from Chicago to Pittsburgh. But a majority of the 35 are concentrated in Cleveland and other cities in northeastern Ohio. In billings, the spread is from $30,000 to over $500,000, with $300,000-to-$500,000 being typical.

Two of the accounts, Ridge Tool Co. of Elyria, O., and Reliance Gauge Column Co., Cleveland, have been with Carr Liggett since the beginning. Ridge, a manufacturer of pipe tools, is one of the major accounts, along with Pioneer Rubber Co., Willard, O.; National Acme Co., Cleveland, machine tools and electrical equipment; Packaging Corp. of America, Evanston, Ill.; and Mohawk Rubber Co., Akron. Mohawk makes tires and tread rubber.

Jack Wilson came to CLAI in January, 1948, from Ohio Crankshaft Co., Cleveland, where he had been ad manager for five years. He served as account executive, then vp, then exec vp, before becoming president in 1954.

■ All the CLAI employes are given company news the minute it happens—bad news as well as good. Mr. Wilson gets out a quarterly report for the whole shop. In it he discusses billings, income, overhead and, with almost treasonable candor, reports setbacks as well as gains.

A newly hired employe is sometimes jolted by reading a paragraph like this one:

"At the end of the third quarter I reported to you that the fourth quarter looked dismal. This time I was correct. It was. We made small profits in October and November, but these were more than erased by a record operating loss in December. (Another 'first' for CLAI.)"

■ When selecting and assigning key account-handling personnel, Mr. Wilson delegates completely the supervisory authority. CLAI, he said, was among the first to adopt the group system.

"An agency president should spend most of his time and energy overseeing the over-all performance of the agency, and the administration of it.

"Here, we don't want every new account to be deluded into thinking they are going to get the personal attention of the agency's principal executive officer. He certainly isn't right for all of the accounts, perhaps not right for any of them.

"Besides," he said, "if the president tried to pay attention to all, he would be spreading himself dangerously thin. The job of minding the store has to be divided among the people who should be looking after the clients."

■ Mr. Wilson insists, meanwhile, that CLAI swallow its own medicine. "We invest more than the usual percentage of sales on self-advertising in order to keep our story within the reach of our prospects," he said. #

LONG STORY—*Secretaries Pat Sheridan (left) and Lynn Voran unfold a 14½' greeting card for Carr Liggett's 28th birthday, showing all 43 agency employes.*

Upjohn Appoints Aves

Upjohn Co., Kalamazoo, Mich., has named Aves Advertising, Grand Rapids, to handle advertising for its agriculture sales and bulk chemicals divisions. Sudler & Hennessey, New York, formerly handled the divisions.

Douglas & Takano Adds One

Douglas & Takano Associates, Chicago, has been appointed to handle advertising and marketing for Baumann Photo-Chemical Corp., Chicago.

Hartford's WTIC-TV Will Fight FCC Plan to Remove Channel 3

HARTFORD, Aug. 1—WTIC-TV intends to fight a Federal Communications Commission proposal to take Channel 3 out of Hartford (AA, July 31).

The proposal has been announced as part of a broad program of tv channel shifts in various parts of the country. Hartford was designated by the commission as one of eight cities to carry all uhf channels. The move would delete vhf channels, such as Channel 3, from the eight areas.

WTIC-TV will fight the move with every legitimate means, Paul W. Morency, board chairman of Travelers Broadcasting Service Corp., told ADVERTISING AGE yesterday.

■ "Channel 3 is important for Connecticut," he added. "Some 260,000 people in Connecticut would be deprived of their only good tv picture if we lost Channel 3."

He bases his figures on a station-conducted survey of 1960. A similar problem faced the local outlet last year.

"The recommendation to move Channel 3 from Hartford has come up a number of times," Mr. Morency said.

"We've fought it and it's gone to the circuit court of appeals in Washington and the Supreme Court. The Supreme Court refused to review the case, however, thereby supporting the commission and the circuit court of appeals."

The FCC's new order sets Oct. 2 as the time for filing comments on the proposed changes, technically labeled rule-making proceedings.

■ Besides Hartford, the proposed transfer would also affect Madison, Wis.; Rockford, Ill.; Erie, Pa.; Binghamton, N. Y.; Columbia, S. C.; Montgomery, Ala.; and the Champaign-Urbana-Danville - Springfield-Decatur, Ill., area.

In each of these locations the tv station now operating on one of the vhf channels—2 through 13—would be required to shift to a uhf channel—14 through 83.

In Hartford county the average tv set is equipped to pick up uhf broadcasts, Mr. Morency commented, "but, outside the county, to the north, the northwest, the south and southeast of Hartford, tv sets are not equipped for uhf." #

Ceramic Publications Boosts Rates for Two Magazines

Ceramic Publications, Cleveland, has announced rate increases for *Ceramic Age* and *Nonmetallic Minerals Processing*. The rates, effective in September, include for the first time a three-time rate in *Ceramic Age*.

Ceramic Age's rate for a b&w page, one-time, goes from $370 to $450; the new three-time rate is $405 per page. *Nonmetallic Minerals Processing* has raised its b&w page rate from $250 to $370.

Sieberling Names Kinnen

Robert E. Kinnen has joined Sieberling Rubber Co., Akron, as director of merchandising and advertising. Mr. Kinnen, formerly with Dunlop Tire & Rubber Corp., Buffalo, assumes the merchandising and advertising duties of Douglas Mueller, former director of merchandising and public relations, who resigned to join Borg-Warner Corp., Chicago.

Fisher to Northeast Airlines

Richard E. Fisher has joined Northeast Airlines, Boston, as a vp and director of public relations. Mr. Fisher previously was vp of public relations for Fletcher Richards, Calkins & Holden, New York.

When you advertise to business and industry overseas . . .

. . . Use INTERNATIONAL MANAGEMENT's 3 editions to sell 50,000 management men in over 100 countries

Whether your markets are world-wide or regional, advertising in *International Management's* three editions, in three languages, will help you zero in on today's most important buyers – management men – in market areas you want to cover.

International Management, currently in English, will offer advertisers 3 editions in 3 languages . . . English, Spanish, and Portuguese . . . beginning with the January issues.

These three editions will put your sales story into the hands of 50,000 key management men in business and industry around the free world (outside U.S. and Canada).

McGraw-Hill screens all subscription applicants to permit only those in managerial capacity to subscribe. This process produces the most concentrated audience of international management men any magazine reaches.

WHAT THIS EXPANDED SERVICE MEANS TO YOU

You reach 50,000 business and industry leaders with *maximum efficiency* (over 80% are department heads, or above) . . . *maximum economy* (for only $15 per country*) . . . *maximum effectiveness* (you talk to readers with business on their minds).

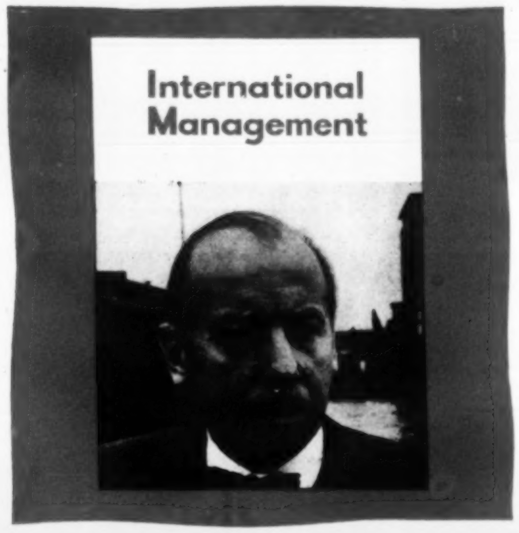
You can make plans right now to be in one or more of the January editions. Closing date is November 15th. Call the nearest McGraw-Hill office to look at a pilot issue of the Spanish and Portuguese editions, and to get full information on rates and circulation breakdowns of titles and industries by editions.

**Based on 12 p rate of $1566, b & w page in all 3 editions.*

P.S. Your ad translated into Spanish and Portuguese free.

ENGLISH EDITION – continues to serve 20,000 leaders in industry and business throughout Europe, Africa, the Middle East, Asia, and Australasia. *International Management* serves this "common market" of management men by giving them vital information needed today: world-wide business trends, up-to-date technological advances, successful management techniques, marketing, and investment opportunities.

No other international magazine provides such a complete diet of business information as does *International Management*. Cost for one page, $695.†



International Management
EN ESPAÑOL

SPANISH EDITION – will serve 20,000 key industrial and business leaders throughout Spanish-speaking Latin America.

This edition will cover the same editorial areas as the English edition, but from the point of view of the Latin American businessman. In addition it will emphasize subjects of particular interest to this audience such as: productivity, utilization of machinery, direction of personnel, and the identification and control of costs. Cost for one page, $695.†

International Management en Español will be Latin America's only inter-American business magazine.

International Management
PARA O BRASIL

PORTUGUESE EDITION – will serve 10,000 of Brazil's leading management men. Brazil's large economy and continued growth has produced its own problems of inflation, profit, investments, and exports, in addition to its peculiar manufacturing problems.

Edited and published in Brazil, *International Management para O Brasil*, will keep Brazilian management fully informed on world trends affecting Brazil, and provide information vital to that country's growing industrial management community. Cost for one page, $350.†

†12 page rate for black and white ad.

Discounts of 8% for any two, and 10% for all editions, apply for same space run in same issue.

International Management

ABC

McGRAW-HILL INTERNATIONAL
330 WEST 42ND STREET, NEW YORK 36, N. Y.

Atlanta • Boston • Chicago • Cleveland • Dallas • Denver • Detroit • Los Angeles • Philadelphia • Portland • Saint Louis • San Francisco • London • Frankfurt • Geneva • In Tokyo, International Media Representatives Ltd.

At International Trade Fair . . .

Exports May Double by 1970, but U.S. Share of Market Will Drop: Smiley

Sales of $150 Billion by 1970 Seen, but Market Share May Drop About 5%

CHICAGO, Aug. 1—Some 700 exhibitors have set up a $5,000,000 worldwide showcase at McCormick Place for the Chicago International Trade Fair.

The third annual event, sponsored by the Chicago Assn. of Commerce & Industry, still emphasizes foreign trade, but also includes for the first time a U. S. Pavilion, where products and services from this country are on display.

■ The Chicago World Marketing & Inter-American Industries Conference, held in conjunction with the fair, heard a prediction by Ralph E. Smiley, president of Booz, Allen & Hamilton International, that U.S. sales to foreign markets will reach $150 billion by 1970, almost double the $79 billion total last year.

At present, two-thirds of the income from overseas markets comes from sales of U. S. company subsidiary operations and one-third from exports, Mr. Smiley said. But he forecast that by 1970 the ratio will be three-fourths from foreign subsidiaries and one-fourth from exports.

■ He told the 400 delegates from 20 Western Hemisphere countries that the U. S. will have about 13.4% of the world market in 1970, compared with the 18.3% it holds today. The drop, he said, will be due to the growth of trade areas—such as the European Common Market —which "stimulate commerce within them but impose barriers for exports to them."

Another speaker, Gustavo Jose Vollmen, Venezuelan industrialist, chided the U.S. for failing to "sell" the advantages of its system to the rest of the world.

"When one observes the immense advertising budgets of American industry at the introduction of a new model car in which some 20 improvements are enumerated," he said, "one wonders why a similar effort has not been made to spell out the innumerable advantages of the American system over others.

"The incredible truth is that the U.S., despite its vast resources, is losing the propaganda battles," Mr. Vollmen said.

■ Arno H. Johnson, vp and senior economist of J. Walter Thompson Co., who also addressed the group, said that "advertising is growing rapidly in recognition and acceptance as the powerful educational and activating force that stimulates improved living standards" in foreign countries.

"Improvements in living standards do not take place automatically," he said, "for there is an inertia—a 'habit lag'—that slows the needed upgrading of living patterns unless stimuli are provided."

Mr. Johnson said that within the next ten years the total advertising influence directed to U.S. consumers may hit $25 billion, while Europe rises to half or even two-thirds of that amount.

"Japan represents as great a possibility," he said. "But the markets must be developed by vigorous and efficient expansion of marketing effort and intelligent application of the educational force and creative stimulus of advertising."

■ While the fair is designed to stimulate foreign trade among the 30,000 to 50,000 buyers and business men in attendance, a bid also is made for the public. Fair officials predicted a total attendance of 500,000 visitors during the 17-day run.

Among the exhibitors in the U.S. Pavilion are J. Walter Thompson Co., the Advertising Council, and several public relations and market research organizations.

Governmental exhibits include those from Austria, Denmark, Finland, France, Great Britain, Haiti, Hong Kong, Indonesia, Iran, Israel, Japan, Korea, Lebanon, Lithuania, Mexico, Pakistan, Peru, Philippines, Poland, Republic of China, Spain, Thailand, United Arab Republic, U.S., West Germany, and Yugoslavia, plus the cities of West Berlin and Cologne. #

ADVERTISING COUNCIL
PUBLIC SERVICE ADVERTISING COUNCIL
You bet we have CONFIDENCE IN A GROWING AMERICA

Mera Samper Lee Roughton

NEIGHBORS VISIT—*Polly Roughton, assistant midwestern manager of the Advertising Council, greets visitors to the council's booth at the Chicago International Trade Fair. Viewing the display of "confidence" theme ads are Mario A. Mera, president of Asociacion por Intercambio Comercio Uruguay-Estados Unidos; Alberto Samper G., president of the Colombian Management Assn.; and Fernando E. Lee, chairman of the Brazilian American Relations Committee.*

Ford Elected Club President

Harold P. Ford of Honig-Cooper & Harrington, San Francisco, has been elected president of the San Francisco Merchandising Executives' Club.

Ward Converts Three Retail Stores to Self-Service

Montgomery Ward & Co., Chicago is converting three of its retail stores to self-service as an experiment to determine the effects that system may have on sales and costs in small and medium-size store operations.

Two of the stores, one in Ottawa, Kan., the other in Columbia City, Ind., have begun operation on a full self-service basis. The third store, in West Palm Beach, Fla., continues to use sales personnel in several departments, while the rest of the store is self-service.

GE Promotes Bradford

George A. Bradford, consultant on advertising and sales promotion for General Electric's marketing services, has been appointed manager of GE's new marketing operation for its radio-tv division. He will be responsible for advertising, distribution, planning, export sales, industrial design and press relations.

Roos-Atkins Names Garfield

Garfield, Hoffman & Conner, San Francisco, has been named agency for Roos-Atkins, which operates 22 department stores in northern California. The account formerly was handled by Cappel, Pera & Reid, Orinda.

You could win a FREE TRIP to Hawaii FOR TWO!
and a brand-new roof, installed, of beautiful BIRD WIND SEAL SHINGLES
...the self-sealing roof shingles that even hurricanes don't loosen
BIRD
WIND SEAL SHINGLES

WIN A ROOF—*Bird & Son, East Walpole, Mass., is running a contest for home owners via this color page in magazines. The prizes: A Hawaiian vacation and a new roof of Bird Wind Seal shingles. Reach, McClinton & Humphrey, Boston, is the agency.*

LOOKING *FOR THE SHAPE OF THE PUBLIC SCHOOL MARKET?*

Begin with 40,000,000 school children and then keep on going to those school districts that are **building.** This is the shape of the effective public school market.

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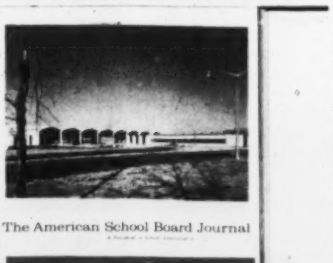

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"...from budgets to media selection to copy questions"

"Ad Age is a great timesaver. Whether I have five minutes or an hour, I can keep up to date on important changes and new ideas. To miss an issue is to run the risk of missing news that could affect our advertising plans. You might be surprised to know how often information from Ad Age crops up in discussions at American Motors ranging from budgets to media selection to copy questions."

says **E. B. BROGAN**
Advertising Manager, Automotive Division
American Motors Corporation

Shortly after entering the automotive industry by joining the American Motors Corporation a decade ago, E. B. Brogan was named advertising media manager of the company. Two years later (in 1953), he was promoted to assistant to the advertising manager and, on the way up to his present position, he also served as local advertising supervisor.

American Motors' Rambler advanced to fourth place in sales among all U.S. makes in 1960. As advertising manager of the automotive division (since July, 1956), Barney Brogan has responsibility for a media budget which has grown very rapidly, reaching an annual level of $12-$15 million.

ABP
ABC
NBP
Advertising Age
Alpine, B&H Cigarets Leave Doyle Dane Shop
$6 Billion Billed by 677 Agencies in 1960; 41 Exceed $25,000,000
ABC-TV Plan 'Cuts Ads' Effectiveness' but 'May Give Better Station Lineups'
Who's on First?
Last Minute News Flashes
1 Year (52 issues) $3.

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

TAKE THAT—*No, this isn't a duel to the death of copy chiefs and art directors. It's a scene from Gilbert & Sullivan's "Princess Ida," in which the "goodies" polish off the "baddies." Cliff Hood, as Cyril, is at the far back on the right.*

NON-MUSICAL—*In addition to his duties at Foley, Cliff Hood has been in charge of publicity for the Poor Richard Club for the past two years. Here, during the Franklin Day ceremonies, he helps the club's gold medal recipient, William S. Vaughn, president, Eastman Kodak Co., feel at ease. A. Edward Morgan (right) of the Foley agency and past president of Poor Richard joins in the laughter.*

Versatile Adman . . . Clifford Hood

Music is almost as much a part of the life of Clifford Hood as are advertising and public relations. The 34-year-old director of public relations of Richard A. Foley Advertising Agency, Philadelphia, is or has been associated with prominent musical groups since he was a youngster.

He has been a leading singer with an opera company, a church soloist and organist, director of music at a boys' camp, soloist with his college glee club and before that a choirboy.

In fact, his musical activity brought him together with the girl who became Mrs. Hood three years ago—Charlotte Stevenson. She was (and still is) a member of the chorus with The Savoy Company, the country's oldest Gilbert & Sullivan opera company. Mr. Hood was one of its leading tenors.

At the age of 10 he began his amateur musical career as a choirboy with St. James' Church Choir in Philadelphia. During this time he studied pipe organ with the famous organist, Dr. Alexander McCurdy.

■ In 1941, while at Episcopal Academy, he became a member of the glee club. He also began studying voice at this time. In 1947 he joined The Savoy Company as a member of the chorus in "Iolanthe." Eleven years later he sang the lead in this same opera and has sung the lead with The Savoy in "Pinafore"; "Princess Ida"; "The Pirates of Penzance"; and others.

His love for music remained with him while attending the University of Pennsylvania, where he was a glee club soloist and was organist for recitals and concerts.

Mr. Hood was music director for five summers at Camp Joslin in Dodge, Mass.

■ While his activities with the Foley agency limit the time he can give to music, he still finds time to exercise his vocal cords. During the summer months he is soloist and assistant organist at All Saints Episcopal church in Bay Head, N.J. Last Christmas he sang with the Chestnut Hill Community Chorus.

He has been with the Foley agency for over five years. Prior to that he was merchandising director of Stations WFIL and WFIL-TV. He served in the Navy during World War II and during the Korean War. At Foley he started as a copywriter, moved up to account executive and then organized the agency's public relations department. For the past two years he has also been publicity committee chairman at The Poor Richard Club. #

SOLEMN MUSIC—*Cliff tries out the organ at All Saints Church, Bay Head, N.J., where he is assistant organist.*

FINAL TOUCH—*This photo was taken in 1958, when Cliff played the romantic lead of Strephon in "Iolanthe" with The Savoy Company. His wife-to-be, Charlotte, adjusts his fancy collar before dress rehearsal. They were married less than two weeks after the company's final performance.*

Spector Returns to More Active Role as Hazel Bishop Sets New Ad Drive

(Continued from Page 3)

ny's advertising policies, Advertising Age was told.

Herman L. Johnson will continue as president and chief executive officer.

■ A company official said Hazel Bishop will embark on a television saturation spot drive in 40 markets, for three ten-day periods within a three-month period, starting in September. There will be 15 spots weekly in each market. The budget was reported at about $150,000 monthly. North Advertising is the agency.

The first push will be for Creme-N-Powder all-in-one liquid makeup. The October drive will be for a non-smear-type lipstick, and in November a non-smear type eye makeup will be advertised.

■ The annual meeting, attended by about 40 people, was as spirited a session as the cosmetics company has had in years. During the course of nearly an hour and a half:

• **President Johnson,** who presided, adamantly refused to answer virtually all questions put to him by stockholders, on the grounds that he was forbidden by law to do so because of the pending 1,204,448 share stock distribution (AA, July 3).

He insisted that the stock prospectus, which was distributed at the meeting, contained all the information that could be disclosed up through April 30, 1961, and "there have been no material changes since that date."

• **Board Member David B. Charnay,** a former newspaper reporter and onetime head of Allied Public Relations, delivered a blistering attack against the "cavalier" publicity methods of the Securities & Exchange Commission and the "gutless" refusal of Wall St. to stand up to the commission.

"The SEC has cavalierly put out statements to the press of an inflammatory value that are false and misleading," Mr. Charnay declared, adding that "$50 billion has been shrunk by press releases that didn't stand up afterwards." Asked why Hazel Bishop didn't protest the SEC methods, Mr. Charnay said the company was "scared to death" to object. He turned to Mr. Johnson, and asked, "Why don't you tell these people how you were hurt with the trade by the SEC?"

Mr. Spector rose to say that Mr. Charnay was expressing a purely personal opinion about the conduct of the SEC. "We cannot get involved in political situations."

He added that Hazel Bishop had changed considerably. "We are completely optimistic about the future. You will be very pleased with the developments that will take place in the next 90 days."

■ Earlier in the meeting Mr. Spector supported Mr. Johnson, contending that 99% of the stockholder questions could not be answered because of the pending stock offering. To do so would be a "criminal offense," he said, and he drew a laugh when he added, "I don't think your officers or directors could perform their functions if they're in jail."

Among the questions and comments made by shareholders:

"If you think this company is so good, why are you selling your stock?"

"Why are we operating at a loss?"

"Do you have adequate public relations?"

"Get rid of the men and put the women on the board of directors."

Two Buy 'Beachcomber'

Filmaster, Hollywood, already has sold its new tv film series, "The Beachcomber" to two regional advertisers. The adventure show, which stars Cameron Mitchell, will be ready for fall presentation. American Stores, through Gray & Rogers, bought "Beachcomber" for airing in Philadelphia, Baltimore, Wilkes-Barre and Syracuse. Streitmann Biscuit, through Ralph H. Jones Co., will sponsor the film in Nashville, Roanoke, Orlando, Birmingham, Bristol, Va., and Clarksville, W.Va. Both contracts will begin in the fall.

Spot Time Adds Two

KFRM, Kansas City, Mo., has appointed Spot Time Sales its national representative. The station, which formerly was offered to advertisers as a satellite of KMBC, recently was spun off by Metropolitan Broadcasting Co. Eugene F. Gray Co. will handle KFRM in Missouri, Kansas and Nebraska; Robert Hix Co. will represent the station in Denver. WADY, St. Louis-St. Charles, Mo., formerly handled by Jack Masla & Co., has appointed Spot Time Sales its national representative.

Crown Zellerbach Names 3

Crown Zellerbach Corp., San Francisco, has realigned management in its marketing and merchandising operations. King Wilkin, former vp marketing, has been elected chairman of the board of Zellerbach Paper Co. and has been succeeded in the marketing post by John Gilbert, former vp and general manager of the paper company subsidiary. W. J. Zellerbach, corporate vp for marketing services, also has been elected president and board member of Zellerbach Paper Co.

'Elk News' Bows

The *Elk News*, formerly called the "Eagle," monthly newspaper of Negro Elks in the U.S., announced it is accepting national advertising for the first time, with Mark Hyman Associates, 427 Broad St., Philadelphia, as national representative. Advertising rates have not been set. The publication goes to some 500,000 Negro members of the Elk order.

MPO Names Kilmartin, Susman

Joseph F. Kilmartin, formerly vp of Transfilm-Caravel, has joined MPO Videotronics as president of the company's new specialized division, MPO Sales Meetings, New York. William Susman, executive producer of MPO Videotronics, has been elected a vp of the film production company.

Beck Named Ad Manager

Stuart R. Beck has been appointed display advertising manager of the *Times* and *Record News*, Wichita Falls, Tex. Mr. Beck was previously assistant advertising manager of the two dailies.

Olallie Berry Board to Evans

Evans, McClure and Associates, San Francisco, has been selected to plan and direct promotion for a new advertiser, the California Olallie Berry Advisory Board.

"In the summer, we'd steal ice off old man Callary's wagon. Ma would yell. The ice was supposed to be poison. Callary probably started the rumor. Now all you see are the air conditioners and the new buildings. It doesn't even seem like the old neighborhood."

New York is constant change, constant growth. New co-op apartments in Manhattan — $150,000 cash investment. New houses in the suburbs — $15,000 complete. And The New York Times — growing, changing with the market — gets home to both. It serves New Yorkers with the most news. It sells them with the most advertising. New York is The New York Times.

'I'm Not Mad at Anybody' . . .

Botsford Leaves 'New Yorker' Post to Try 'More Serious Creative Things'

NEW YORK, Aug. 2—Five years ago, *The New Yorker* put out a brochure for advertisers that said:

Stephen Botsford

"*The New Yorker* for over 30 years has been waging a long, lonely, and losing struggle against the obvious exaggeration, the unproven claim, the meaningless superlative; in short—the hyperbolic spiral.

"The struggle gets longer, lonelier, losinger all the time. Recently, in order to check on our success, if any, of this stubborn crusade, we had our Mrs. Pemberton make a survey (big deal) of our own pages for a six-month period. She found 312 'finests,' 281 'world's bests,' and 58 'America's onlys,' together with 47 other bits and pieces of improbable nonsense.

■ "If we flatly refused to print any of this sort of stuff, we would soon go out of business—a step we can ill afford. If we protested each of them individually, we wouldn't have time to do anything else—another step we can ill afford.

"Hence this foolish but hopeful document: A plea for the still small voice of calm, the cloud no bigger than a man's hand, the not with a bang but a whisper, the don't shout, I can hear you. In all humility and all seriousness, we ask your help."

■ The author of this flight against improbable nonsense, Stephen B. Botsford, leaves his job as president of *The New Yorker* this Friday not with a bang but a whisper. The staff learned about the change recently by way of a one-line memo. He explained to an inquiring reporter only that he was "old and tired" at 41. He said today, "I'm a better creator than I am an executive. Although the magazine has prospered, I thought I'd like to try more serious creative things."

Then he added, "I've started chapter one, page one of a novel." That's as far as he's gotten. "The lead sentence will undoubtedly start with 'I'," he said.

■ Mr. Botsford, who has worked with Board Chairman Raoul D. Fleischmann and the weekly for 15 years, said the years—"more than a third of my life"—had been spent as "Fleischmann's backstop, though they changed titles on me." Before the presidency, he had been treasurer.

"I'm not mad at anybody," continued Mr. Botsford. "I'm not going away in a huff. I don't really know what I'm going to do, finally. And while I'm not America's richest man, I'm not going to starve, so I'm going to take my time thinking it out."

Two jobs the onetime agency copywriter won't take: An agency post ("That horrifies me; that business is a rat-race"), or a spot in *The New Yorker's* editorial department ("That's been mentioned, but I think it would be awkward").

■ Mr. Botsford said his approach to the magazine business differed from that of Mr. Fleischmann, whose attitude has been described as "one of constant apprehension." Mr. Botsford said the chairman "thinks every week we'll be getting out our farewell issue; on the other hand, I think there's hope."

But the departing magazine man also thinks the magazine business "has committed suicide with its race for millions of cut-rate subscriptions." In his view, "People buy a subscription to get a guy's foot out of the door; there are so many cut rates around a guy would be a fool to pay the full price for any magazine except *The New Yorker* and maybe one or two others."

■ Mr. Botsford, who dreamed up his magazine's famous promotion line, "It's not the size, it's the ferocity," has written several unpublished *New Yorker* ads that poke fun at the industry's numbers game. One of them said: "Now—you, too, can subscribe to *The New Yorker* at full price (very few other magazines can make this statement). But that's not all—you can also get the privilege of paying cash in advance . . ."

■ An unpublished promotion piece from the Botsford pen has one word on the cover page: "Hey." Copy goes on: "Last year *The New Yorker* ran more back covers than *Fortune*, *Look*, and *Art Quarterly* combined. More dog food advertising than the *Wall Street Journal*. More men's wear advertising than *Progressive Grocer*, *Vogue*, and *The Saturday Review* combined. More bicycle advertising than magazine A or magazine B . . . and almost as much as magazine C. And virtually no peanut butter advertising at all. And editorially . . . more cartoons than *Forbes*, more fiction than *Gourmet*, more poetry than *Cue* and a lot of other stuff. But that's not all. With a circulation of literally thousands of people, *The New Yorker* last year sold more copies than *Life*—sells in two whole weeks." The signature said, "*The New Yorker*—America's tallest midget."

■ Mr. Botsford also has made speeches about magazines' drive to get bigger instead of better. In one he said the business was handcuffed to circulation promotion and merchandising, "and readers and advertisers are paying for it." He said *The New Yorker*, "without circulation promotion, without merchandising, manages to meet the payroll, pay the rent, return a higher per cent of profit on dollar volume than any other magazine I know."

In addition to deprecating bigness in the magazine field (in 1951 he authored an ad headed, "What's all this talk about bigness?" that ended with the line, "Every copy of *The New Yorker* is read by people"), Mr. Botsford bemoans the scarcity of humor.

"The thing that's hardest to come by in *The New Yorker* editorial department these days is humor. Nothing seems to be funny in this world any more," he said.

Then the conversation moved to the Rolls-Royce he bought recently. "It's not a new one," he said hurriedly, "it's four years old; nobody can afford a new one." Then he said that now that he'll have the time, he was thinking of writing a letter to David Ogilvy, who created the Rolls ad, "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock."

"The trouble is," said Mr. Botsford mournfully, "my clock doesn't run." #

GOA Appoints Dean

C. Lamar Dean, former partner and general manager of Shands Poster Service, Jacksonville, Fla., has been named manager of the newly organized General Outdoor Advertising Co. of Florida. GOA purchased Shands last May.

Nemer Moves to New Offices

Nemer Advertising Agency, Minneapolis, has moved to new quarters at 2323 Wayzata Blvd.

Another reason why Tidewater, Va. (Norfolk-Newport News) is
AMERICA'S MOST MISUNDERSTOOD MARKET:
BIGGEST SUPERMARKET IN VIRGINIA

Over $9 million* a year in unreported retail sales are accounted for by this one commissary . . . and it's *only one of dozens* of commissaries, post exchanges, restaurants, clubs, liquor stores, theaters, shops, service stations, medical dispensaries, etc., operated for service personnel and authorized civilians by the many army, air force, naval, NASA, and other federal installations in our metro area, comprising the world's greatest military concentration.

And in addition to these millions of dollars of retail sales never seen in market statistics, there is an even greater hidden plus in the fact that this area's huge federal payroll of far more than a million dollars a day is largely available for discretionary spending.

Dig and you'll find there's a lot of treasure buried statistically in Tidewater, Va.

Another factor in widespread misunderstanding of the Tidewater (Norfolk-Newport News) market: Statistics treat the area as two separate *markets*, because the federal

Burnett Decides on Rebel Theme to Mark 26th Anniversary

CHICAGO, Aug. 4—Leo Burnett Co., which has always regarded itself as a rebel in the advertising field, will celebrate its 26th birthday today.

In line with the rebel theme and the 100th anniversary of the Civil War, all employes will be given a facsimile of a Confederate $500 bill and 26 genuine American silver dollars.

On the back of the bill is the headline, "Rebels at Heart." Beneath it is the following message:

■ "This is the 26th anniversary of Leo Burnett Co. Also 1961 marks the centennial of the Civil War.

"Now, even though we are really a Yankee agency, we have a lot of the Johnny Reb in us, and always have had.

"Back in 1935 we were rebels about starting out in New York City as most big time agencies had done. So we kept Chicago our big battleground. Opening up shop here, as we did, was a big help in raising the stature of Chicago advertising.

"And in our 26 years of doing business we have been rebels in a lot of other ways—

- "Rebels against dull, wishy-washy advertising.
- "Rebels against red tape and foolishness in advertising procedures.
- "Rebels against stuffed-shirtism.
- "Rebels against mediocrity.

"So we think it is particularly fitting for this year of 1961 to put a little of the Rebel spirit into our companywide anniversary memento." #

JOHNNY REB LEO—*Leo Burnett Co. will celebrate its 26th anniversary Aug. 4 by presenting each employe with this facsimile of a Confederate bill and 26 silver dollars.*

Midwest Video Gets Okay

Midwest Video Corp., franchised holder of International Telemeter Co.'s pay-tv system in Little Rock, Ark., has received the green light from a three-man public service commission for its on-the-air system. The commission dismissed a petition to intervene filed by local theater groups and ordered Southwestern Bell Telephone Co. to file a tariff and provide service.

Air-Way Sanitizor to Mallis

Air-Way Sanitizor Inc., Toledo, manufacturer of vacuum cleaners, has appointed George L. Mallis Inc., Philadelphia, as its agency. A "Paris vacation" contest currently is being promoted on network radio, the first time in Air-Way's history that it has used broadcast media so extensively. Erie Advertising, Toledo, is the former agency.

NEVER REPORTED IN RETAIL SALES
QUAKER OATS

government treats it as two separate *statistical areas*. But for most marketing purposes the two are inseparable. A circle of 20-mile radius will *completely encompass* here four of Virginia's largest cities! Plus two more cities, besides. In fact, Tidewater, Va. has the greatest concentration of population in the entire Southeast . . . 817,900 people in *approximately half the area of metro Atlanta or Miami.*

WHAT A PLACE TO PUT A TV DOLLAR!

Only TV or radio gives you complete one-medium coverage of the market. For more information write to any of these stations, at Norfolk, Va.

WVEC-TV
CHANNEL 13—ABC

WTAR-TV
CHANNEL 3—CBS

WAVY-TV
CHANNEL 10—NBC

**Adjusted for price differentials; actual sales $7,200,000, at prices 5% to 50% below civilian stores.*

4 theatre goers tell
what Tyrone Guthrie Theatre
can mean to you

TESTIMONIAL—*This large-space ad promoting the new Tyrone Guthrie Theater ran in the Minneapolis Sunday Tribune, launching a $1,900,000 fund raising drive.*

Tyrone Guthrie Theater Appoints Knox Reeves Agency

MINNEAPOLIS, Aug. 1—The Tyrone Guthrie Theater Foundation here has selected Knox Reeves Advertising as its agency. Knox Reeves is volunteering its assistance as a public service.

The first job the agency tackled was an ad campaign for a fund-raising drive so that construction of a theater can begin this summer. The goal of the drive is $1,900,000; a total of $1,660,000 already has been pledged.

■ The fund-raising push was launched with a large-space ad in the *Minneapolis Sunday Tribune* and page ads in local magazines. The initial ad was a testimonial, featuring Julie Harris, Sir Laurence Olivier, Paddy Chayefsky and Sir John Gielgud, who explained what the theater would mean to them and to midwesterners.

The agency also has prepared 30-second and 60-second spots for radio stations throughout the area and has produced a 12-page brochure on the theater as part of a direct mail campaign. The theater plans to open May 14, 1963. #

McLendon Buys WGES

McLendon Corp., Dallas, has purchased WGES, Chicago radio station, for $2,000,000. The deal is subject to approval by the Federal Communications Commission. To comply with the FCC policy which restricts individual ownership to seven stations, McLendon will sell WAKY, Louisville. McLendon also owns KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KEEL, Shreveport; KABL, San Francisco; and WYSL, Buffalo.

KODA, KODA-FM Launched

KODA and KODA-FM, 4808 San Felipe Rd., Houston, have started broadcasting. The stations, ABC affiliates, are owned by Taft Broadcasting Co. The fm station was formerly KHGM. Lynn Christian is station manager and national advertising manager, and Robert O. Magruder is local advertising manager.

Atlantic Promotion Adds One

Atlantic Promotion Agency, New York, has been named American representatives for *Europa Sport*, West German trade publication in the sporting goods field.

Merchandising Ideas

Sel-Tex Uses Paintings

• A series of six original oil paintings, depicting man's relationship to gold through history, has been commissioned by Sel-Tex Corp., Nutley, N.J. The paintings, being done by American artists, initially will be used to illustrate a four-color insert advertising campaign promoting Sel-Tex's patented Karatclad heavy gold electroplating process to the manufacturing jewelry industry. Lithographic reproductions on parchment stock, suitable for framing and store-window displays, are being made available on request.

The first painting, "The Alchemist," by Paul Lehr, is appearing in trade publications as an ad.

Dirk Model Shows Drill Use

• An unusual "try-it-yourself" kit has been developed by the Disston division, H. K. Porter Co., Pittsburgh, to merchandise its new ¼" Dirk electric drill at the dealer level. The counter-top demonstrator enables a customer to drill into a replaceable block of wood and shows how the Dirk can drill in tight corners. Point of purchase aids available to dealers supporting the demonstration unit include window and wall banners, specification data sheets, customer booklets and sales brochures.

TEST THIS NEW DISSTON POWER DRILL
See how it drills in tight corners

TRY BEFORE BUY—*H. K. Porter's Disston division has developed this "try-it-yourself" demonstrator to merchandise its Dirk drill at the dealer level.*

General Mills Trades Sifters

• The flour sifter, friend of the homemaker for many years, took off down memory lane with the horse and buggy, the spinning wheel, the curling iron, and other nostalgic items with an open house at General Mills, Minneapolis. More than 4,000 homemakers and members of their families were on hand for the event, which coincided with the General Mills announcement that its new "no-sift" Gold Medal flour now can be used for baking in the home without sifting and without alteration of existing recipes. Each person who brought in a flour sifter was awarded 10 lbs. of the new flour in exchange. More than 2,000 sifters were deposited in a huge heap, but not into discard. Arrangements were made with park and playground authorities to use them in sand piles and for making mud pies. Guests also were treated to a tour of the Betty Crocker kitchens and to entertainment and refreshments.

Trains Carry Actol Message

• Miniature electric trains started to roll across the desks of 350 potential polyether customers in April this year. The HO gauge models arrived a piece at a time, with no identification other than the word Actol, and it was not until each executive had 12' of track, two Actol labeled tank cars, and a New Haven caboose, that a salesman arrived with the transformer and engine to introduce the newest product of Allied Chemical Corp.'s national aniline division, Actol polyether. The age-old fascination of railroads, together with the fact that the new polyethers will be delivered for the most part by tank cars, influenced the decision to give these new industrial chemicals a romantic and somewhat mysterious introduction. Allied ordered the miniature train sets from Athearn Co., Los Angeles, for delivery to its publicity department in New York. Because the trains were to be sent out one piece at a time, each unit was individually boxed and the 2,100 small boxes of track and rolling stock reached from floor to ceiling in the office of James P. Foley, publicity manager.

Secrecy was the keynote, so the mailing was handled within the publicity department. Mailing labels, with only a New York postal box number for a return address, were used and the cars and tracks were sent out in "plain wrappers." Twelve sections of track went out first with a simple enclosure card which said, "Actol, more to come." Final phase of the promotion was a luncheon in New York for chemical and technical editors. Allied Chemical says that early reports indicate the Actol polyethers have gotten off to a fast-rolling start.

Artists Depict Steel Industry

• Sensitive brush strokes of several artists are being used to promote the vibrancy and impact of the steel industry. Robert G. Welch, exec vp of Steel Service Center Institute, Cleveland, a trade association representing 600 North American companies in the steel industry, for several years has commissioned painters to depict the industry for SSCI's annual meeting. The painting becomes a theme symbol for the meeting and is used as the cover for the meeting and banquet programs and the meeting proceedings, and subsequently is hung in the institute's office. "Radiation," a painting by Italy's Giuseppe Guerreschi, was selected for the 1961 annual meeting to symbolize the theme of the meeting, "Radiation of Ideas."

FLOUR SIFTER EXCHANGE—*Karen Peterson (left) and Jean Paul Eberhart of the General Mills staff build up the heap of flour sifters turned in at General Mills open house, in exchange for bags of flour.*

Fram Promotion Sells 'um Filter

• Fram Corp., Providence, R.I., is combining a dealer incentive program with a special dealer "shelf-unloader" offer in its "second-half sales campaign." Theme of the program to "sell 'um more Wear-Guard filters" is a combination of the "Fram Million $$$ Giveaway," which offers free gifts to dealers for selling Fram filters, and the "shelf-unloader" deal which allows dealers to promote lubrication traffic by offering a Rawlings football for $3.49 with oil and filter change. Called the D-26, the football deal is available at all wholesalers. Fram is distributing 300,000 sales kits to dealers explaining the program. The kits also contain a folder telling the Wear-Guard filter story, an oil and air filter cartridge selector for the shirt pocket, and a request form with which dealers can send for special promotional materials such as newspaper ad mats, window posters, door decals and postcards.

CHANGE YOUR OIL
AND INSTALL A FRESH
FRAM OIL FILTER
Today!

SELL 'UM MORE—*The Fram Indian stepped down from Fram Corp.'s coast-to-coast outdoor posters long enough to help a service station dealer place an ad in his local newspaper. The dealer obtained an ad mat service, part of the current Fram promotion, "Sell 'Um More Wear-Guard Filters."*

Outsert Tells Use of Cockles

• Hungerford Fine Foods, Hungerford, Pa., has turned to "outserts" as another step in promoting imported cockles, cooked and packed by Leslie A. Parsons & Sons Ltd., Burry Port, South Wales. The circular outsert is sealed to the top of the 5½-oz. glass jar, and opens into a string of nine linked leaflets—five on one side, four on the other—to tell and show the consumer how to use cockles. Hungerford used the outsert to allow the consumer to open the leaflet and read it in the store, thereby "quelling her suspicion of a new food specialty and persuading her to give it a trial."

Adams Associates, York, Pa., handles advertising for Hungerford; Outserts Inc., Scranton, printed the outserts.

OUTSERT—*Hungerford Foods has sealed this circular "outsert" to the top of the jar of Parson's cockles to allow the consumer to read about the new food specialty in the store.*

Summit Sends 'Bon Souvenirs'

• The Summit, which opened to the public July 31 as the first "all-new hotel in Manhattan in 30 years," preceded its opening with a number of mailing pieces to executives, prospective guests and friends. One, a large, two-color card, contained a white, streamlined pen and an illustration of a rocket-type object with the headline, "The count-down has begun." The copy, after describing the hotel's opening, said: "A word about the attached Summit souvenir—it really is a pen. In fact, a magic pen. Place it in your hand and it automatically writes for your Summit reservation. After that, our capable staff handles every detail."

A second mail piece contained an ash tray and a letter beginning: "Voila—you now possess a bon souvenir of New York's most exciting new hotel . . ." After describing the hotel, the letter went on, "We fully expect, human nature being what it is, that this small objet d'art will be popping up in the drawing rooms of luxurious apartments, stately mansions and ancient castles during the coming months. You probably have already decided to use your Summit ashtray as a coaster or as a repository for cufflinks or other jewelry. *Chacun a son gout, comme on dit* (each one to his own taste, as they say)."

Artist Launches ColorEssense

• Beauty editors in the Chicago area recently received a wooden artist's palette, complete with five colors and brush, to which was affixed an invitation to a press party. The editors were invited to hear a Chicago painter, Lucille Leighton, discuss the visual excitement of color in conjunction with the introduction of ColorEssence, new professional hair color by Helene Curtis Industries. Miss Leighton, who also lectures on art and teaches, described her reaction to colors in establishing a mood in painting. The program, held in the Business Arts Photo Studio, also included a presentation of "before pictures" of eight Helene Curtis employes, followed by a style show of the same girls with new hair styles and hair colors. After the program guests received "Continental box lunches" in baskets to either take back to the office or to eat in the studio.

ColorEssence, currently expanding into major marketing areas, will be backed by national advertising in late fall.

Tractor Book Limits Words

• Believing in the adage that actions speak louder than words, the industrial sales department, Ford tractor and implement division, Birmingham, Mich., is distributing an illustrated color booklet to landscape contractors that may establish a record for succinct wording in the annals of sales literature. Of the booklet's 16 pages, 14 of them contain an average of 16 words per page, or a total of 227 words. The 15th page is a topographical map; and only the back cover contains more than a couple of sentences of text—nine paragraphs. Depicting the step-by-step operations in landscaping a suburban housing development with Ford tractors and equipment, the booklet lets the 29 full-color illustrations show the problems and solutions.

Texaco Gives State Flags

• Texaco Inc. is offering to their station dealers colorful polyethylene pennants which are miniature replicas of the official flags of each of the 50 states. Texaco stations can use them either in strings of 50 for exterior display or as individual give-aways for their particular state area. Each flag is 12x18" and is printed on Visqueen film, made by Visking Co., a division of Union Carbide Corp. The state flag promotion is being handled for Texaco by Pratt Poster Co., Indianapolis. #

STATE FLAGS—*Texaco is making these official state flags available to station dealers as giveaways or for exterior display.*

GREETING
160 SE
NONE OF THESE STUDIO CARDS APPEAL TO ME
A Birthday 'Hi' GRANDMA
JUVENILE BIRTHDAY
RELATED BIRTHDAY
RELATIVE BIRTHDAY
RELATIVE BIRTHDAY

R. Carl Chandler, Chairman of the Board, Standard Packaging Corp., introduces greeting card vending machines to the market.

"To step ahead . . . advertising is essential."

"New techniques . . . new applications . . . can mean new markets and growth to any progressive company. But the competitive advantage falls to those who back their products with aggressive advertising and marketing.

"Because of the pace at which business moves today, we believe our own advertising essential to communicate with the many segments of business and industry we wish to reach. To me, consistent advertising in business publications is a vital factor in gaining and maintaining a leadership position."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

aspire a más... aspire el delicioso aroma de
MAXWELL HOUSE
¡EL UNICO CAFE INSTANTANEO CON AROMA Y SABOR DE CAFE RECIEN TOSTADO!

BETTER—*A new series of ads for Maxwell House instant coffee in Mexico City introduces a new theme, "Aspire a mas," which means both "take a deep breath" and "strive for something better in life" in Spanish. Kenyon & Eckhardt de Mexico is the agency.*

Actively Advertised New Items Boosted Sales: General Mills

MINNEAPOLIS, Aug. 1—General Mills' annual report attributes "substantial improvements" in the company's performance during fiscal 1960-'61 to (1) accelerated introduction of new products which were effectively merchandised and advertised, and (2) to a reorganization of its grocery products sales operation.

The company had record sales of $575,512,000 for the year ended May 31, an increase of 7% over the previous year. Earnings were $12,832,000, up 11.4%.

In an accompanying letter to stockholders, Board Chairman Gerald S. Kennedy and President Charles H. Bell said the improvement in consumer food activities was "particularly pleasing."

■ The improvement, they said, reflects management changes, improved quality of General Mills products and "an ever widening acceptance of Betty Crocker as the nation's First Lady of Food."

Major organizational changes, effective June 1, 1961, assigned E. W. Rawlings to the position of exec vp for all operations. D. F. Wright became vp for administration and employe relations. Louis F. Polk Jr., a former vp of Sheffield Corp., a subsidiary of Bendix Corp., was named comptroller.

■ The report explained that new sales procedures in the grocery products division take advantage of major changes in the business—the continuing growth of corporate chains, widespread mergers and expansion of voluntary groups of grocers who buy collectively.

"The new plan also keeps pace with important technological changes within General Mills, transformations in food distribution techniques and the impact of new computer systems, which now affect all phases of the food industry," the report said.

New products introduced during the year included Betty Crocker toasted coconut, milk chocolate and lemon velvet layer cake mixes. Betty Crocker orange pineapple angel food and fudge swirl angel food mixes plus lemon chiffon cake mix were also added to the line. Betty Crocker dark chocolate fudge joined the frosting mix family.

■ Betty Crocker au gratin and scalloped potatoes moved into national distribution as did Twinkles, a ready-to-eat cereal.

Principal introductions in test markets were Quick Bake Potato Boats, Buttermilk Bisquick, premeasured Bisquick, Subtract, a weight control food, and several refrigerated products.

Products introduced in Canada during the year were Twinkles, Better Crocker milk chocolate and toasted coconut layer cake mixes, creamy white and lemon fluff frosting mixes, fudge swirl and orange pineapple angel food mixes and lemon chiffon cake mix. #

Universal Buys 'Ski'

Universal Publishing & Distributing Corp., New York, has purchased Ski Publications Inc., Hanover, N. H., publisher of *Ski*, *Ski Shop Bible* and *Ski Industry Newsletter*. Universal's *Ski Life* will be merged with *Ski*, starting with the October, 1961, issue. The combined magazine will be known as *Ski Incorporating Ski Life* and will have a circulation of 100,000. The cost of a b&w page, one-time, will be $1,590. William T. Eldred, president of Ski Publications Inc., has joined Universal as associate publisher of the expanded *Ski* and a member of the board of directors.

Off-The-Street Club Elects

Robert J. Koretz, senior vp of Foote, Cone & Belding, Chicago, has been elected president of the Off-The-Street Club, succeeding the late David L. Harrington. Robert B. Irons, American Oil Co., was elected 2nd vp, and Edward J. Corboy, *Chicago Tribune*, and Leonard Matthews, Leo Burnett Co., were elected directors. Other officers were reelected.

Keller Boosts Kaplan

Keller Publishing Co., New York, has appointed Samuel R. Kaplan publisher of *National Bottlers' Gazette*. Mr. Kaplan was formerly business manager.

On September 25, AVIATION WEEK and Space Technology will publish one of the most important issues in its history . . . "FORGING MILITARY SPACEPOWER" – USAF SYSTEMS COMMAND ISSUE. For the first time, the complete story of the newly activated USAF Systems Command will be presented to the aerospace industry throughout the world.

The new Systems Command will serve as a single agency to control R&D and procurement of all aircraft, missile, avionic and space systems for the USAF from the idea stage through the time they are in the field ready for use. This concept of a single agency for both systems R&D and systems procurement will have penetrating impact on all aerospace industry companies selling hardware or research services to the Air Force.

The Systems Command will control approximately $15 billion in contracts and annually will award $7-8 billion in new contracts making it the most important single source of aerospace industry business. Further evidence of the impact on industry are policy and procedure changes which can be expected in many areas such as technical approach, contract competition, proposals, cost estimating, management structure and subcontracting.

These are just a few of the important details to be covered in the Systems Command Issue, which will constitute a new handbook in doing business with the Air Force. Teams of AVIATION WEEK editors are now visiting the various bases of the Command for full, complete reports. Detailed edi-

Anken Commissions in $45,000 Drive Split Among 3 Agencies

Anken Chemical & Film Corp., Newton, N.J., has arranged with its three agencies to "split space commissions—5% each—" on a $45,000 campaign for its new Attache photo copier. To "make things equitable" and "integrate agencies we picked up along with companies," Anken tapped two admen from Riedl & Freede, Clifton, N.J. (space), Industrial Marketing Services, Sparta, N.J. (internal promotion), and Selwyn Associates, Hartford, Conn. (direct mail, mail order, point of sale), to form a "corporate agency team."

Bachman, Kelly Names Ficco

James V. Ficco Jr., formerly advertising editor of West Penn Power Co., Greensburg, Pa., has been appointed account supervisor of Bachman, Kelly & Trautman, Pittsburgh agency.

Gardner, Stein Adds Two

Broadwater Beach Hotel, Biloxi, and Air Host Inn, Atlanta airport hotel, have appointed Gardner, Stein & Frank, Chicago, to handle their advertising.

'Better Building' Changes Name

Effective with its September issue, *Better Building Maintenance*, Milwaukee, will change its name to *Building Maintenance & Modernization*.

Information for Advertisers

"A Background to Advertising in Nigeria," giving a capsule analysis of the Nigerian market, its people, and their living and buying habits, has been published by the **Amalgamated Press of Nigeria.** Copies are available from Pabco Inc., 370 Lexington Ave., New York 17. Requests should be written on company letterhead.

• The 1961-'62 edition of "A Sound Approach to the Railroad Market," a 16-page booklet containing data on products purchased, expenditures, equipment owned, buying procedures, and market trends in the railroad market, is available from **The Pocket List of Railroad Officials,** 424 W. 33rd St., New York 1.

• "World Oil Market Data, 1962," covering the oil industry, its capital expenditures, production, exploration activity and trends, drilling activity and trends and production statistics and trends, has been published by **Gulf Publishing Co.,** Houston 1.

• "Basic Facts About the Carpet & Rug Industry," 1961 edition, containing data on supplies, market, raw materials, organization, and employment and wages of the carpet and rug industry, are contained in a booklet, published by **American Carpet Institute**, New York 1.

• The 21st annual "Buyers' Guide" has been published by **Electronics.** The guide contains a 104-page reference section made up of abstracts, engineering articles that appeared in the magazine, a market data procurement guide, and a 168-page product listings section covering products, materials, services, product subclassifications, cross-references and a registered trade name index. Additional information is available from McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• The **Los Angeles Chamber of Commerce** has published the 1961 "Los Angeles Business Directory," listing 20,000 business companies in Los Angeles and Orange counties and containing data on standard industrial classification code, address, corporate structure, approximate number of employes, names of key executives and titles, and major products or services. Copies of the directory, priced at $20.80 each to California residents and $20 to out-of-state buyers, are available from the Research Dept., Los Angeles Chamber of Commerce, 404 Bixel St., Los Angeles 54.

• "Food & Grocery Products," a food and grocery products brand preference study covering 75 products, is available from **The Farmer,** St. Paul 1, Minn. Requests for the 81-page survey should be directed to Bert Lund, advertising manager.

• **Market Statistics,** 630 Third Ave., New York 17, has available a brochure describing the role of the business economist in today's industry. The brochure demonstrates how high-speed computers are used to aid business and offers ideas on how to utilize buying power statistics. #

WQXI Appoints Two

Kenneth H. Goldblatt, formerly director of radio sales of the Headley-Reed stations, has been named sales manager of WQXI, Atlanta. Lee R. Smith, who has been station manager, has been appointed general manager of WQXI.

Weyerhaeuser Names Daline

Gordon Daline, formerly exec vp of Colle & McVoy, Waterloo, Ia., and Minneapolis, has been appointed assistant merchandising manager of the wood products division, Weyerhaeuser Co., Tacoma, Wash.

MILITARY SPACEPOWER"
USAF SYSTEMS COMMAND ISSUE
SEPTEMBER 25, 1961

torial coverage will be given to procurement, organization, plans and programs, policies, procedures and future technical activities.

AVIATION WEEK is privileged to present this edition to the industry covering our newest and vitally important Command. Prime contractors, subcontractors, suppliers and firms doing R&D work for the Air Force will be extremely interested in this new issue which will lay the groundwork for future contacts with the Command. It will supersede all previous editions on USAF research, development and procurement policies.

Your company is urged to participate by advertising its capabilities and facilities for the furtherance of the defense effort. Write, wire or call collect for space reservations.

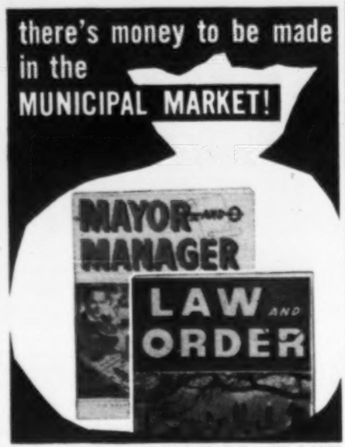
Aviation Week and Space Technology

A McGRAW-HILL PUBLICATION
330 West 42nd Street, New York 36, N. Y.

Chun King Schedules TV; Runs Luau Promotions

Chun King Sales, Duluth, Minn., will run a two-week tv schedule, starting Sept. 17. This will include participations on NBC's "Jack Paar Show," in addition to a 33-market spot schedule of 10 to 12 spots per week per market. Radio spots, which started July 9, will be expanded from 28 to 33 markets.

In a special promotion that runs through Aug. 31, Chun King has been offering consumers a six-foot luau patio torch, valued at $4.95, for $2 plus a label from its soya sauce. Also, dealers have been supplied with various display materials, including straw hats and leis for Hawaiian luau promotions. Batten, Barton, Durstine & Osborn is the agency.


there's money to be made in the MUNICIPAL MARKET!
MAYOR AND MANAGER
LAW AND ORDER
72 W. 45th St. · New York 36, N.Y. · MU 2-6606

Pfizer Tests Beam Eyedrops

Chas. Pfizer Co. is market-testing a new decongestant eyedrop, called Beam, in Los Angeles. The $1.19 product, equipped with a safety eye-dropper, is said to help in combatting smog, smoke, dust and allergy conditions. Spot television, newspapers and radio are being used. Ted Gotthelf Associates, New York, is the agency.

Fabled Cable Cars to Be Featured in Rice-A-Roni Drive

SAN LEANDRO, Aug. 2—San Francisco's famed cable car bells will be ringing out all over the country this fall when Rice-A-Roni's new advertising campaign breaks Sept. 18 over ABC-TV.

The nationwide schedule uses the theme, "Rice-A-Roni from San Francisco where great eating is a tradition" and features the cable cars in the tv commercial.

The fall tv buy, with advertising prepared by the San Francisco office of McCann-Erickson, is the first full schedule for Rice-A-Roni and the commercials were designed specially for national introduction of the product.

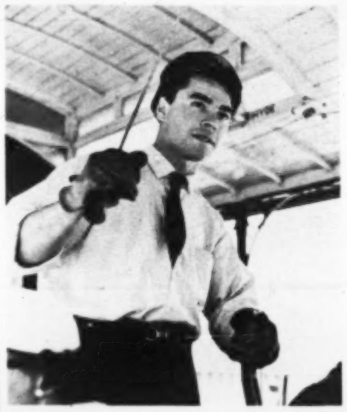
POWELL AND MARKET
AQUATIC PARK MARITIME MUSEUM
HYDE AND BEACH
526
Terrace ST. FRANCIS

CAMPAIGNERS — *Charles Foll of McCann-Erickson (left), account exec on Rice-A-Roni, poses on cable car platform with Paul De Demonico, national sales manager of Golden Grain Macaroni Co.*

Paul De Demonico, national sales manager of Golden Grain Macaroni Co., maker of Rice-A-Roni, said that live commercials using the stars of ABC shows also will be a part of the new campaign.

Shows and stars to be used each week include Don Morrow, "Camouflage"; Jack Narz, "Seven Keys"; Jack Bailey, "Queen for a Day"; Johnny Carson, "Who Do You Trust"; and Dick Clark, "American Bandstand."

Filming for the tv commercials was done on San Francisco's California St. line, oldest cable car line in the city. A new version of the Rice-A-Roni jingle with cable car bells will be used with the commercial.



THE CHAMP—*Al Ward, world champion cable car bell ringer, will handle the tolling chores in the tv commercials.*

Bell-ringer will be Al Ward, world's champion cable car bell ringer and a grip-man on the San Francisco cable car system. #

'Successful Farming' Boosts Rates; Changes Size, Discounts

Meredith Publishing Co., Des Moines, has announced an increase in advertising rates, effective with the January, 1962, issue. A b&w page will go from $5,290 to $5,555 and color page from $7,120 to $7,475. Circulation rate base will move from the present 1,200,000 to 1,300,000. The magazine also plans to reduce the page size from 450 to 429 lines. An expanded discount program will be inaugurated with a new frequency-volume discount schedule and a combination-edition discount. Advertisers using a page or more in the national edition may earn an additional 10% discount on all regional edition space appearing in the same issue.

Meredith's *Better Homes & Gardens* announced a rate increase and continuity and impact discounts earlier this year (AA, March 27), to become effective in October.

Granitize to Adams & Keyes

Granitize Products, Los Angeles, has appointed Adams & Keyes to handle its line of industrial chemicals and car care products. The company formerly advertised direct.

KXOL Names Dale Drake

Dale Drake, formerly of Texas State Network, Fort Worth, has been appointed national-regional sales manager of KXOL, Fort Worth.

He may get
the message here,
but...

your ads in the Yellow Pages
sell him when he's ready to buy

Yes, he sees your advertising in newspapers, magazines, on TV . . . but when he's ready to buy, he turns to the Yellow Pages. What better place to *sell* him on your product or service!

With National Yellow Pages Service, you can now place *selling* ads in any combination of 4,000 telephone directories to cover your precise marketing pattern. It makes your regular campaign pull greater results. And you can arrange for this service with just one contact, one contract, one monthly bill.

For full details, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

NATIONAL YELLOW PAGES SERVICE

The Weather

New York City and vicinity: Fair, milder in afternoon. Gentle variable winds. Temperature range: 46-76. Yesterday's temperature range to 9 p.m.: High, 68; low, 46.

THE WALL STREET JOURNAL.

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VOL. CLVII NO. 105 ★ ★ EASTERN EDITION [illegible] (N) 10 CENTS

Rules for Builders

Contractors, Others Strive to Get Cities To Modernize Codes

New Rules Touch Off Boom in Downtown St. Louis, Cut House Prices at Detroit

More Aluminum, Big Windows

By JAMES R. MACDONALD
Staff Reporter of THE WALL STREET JOURNAL

ST. LOUIS—Early this fall, construction crews will begin tearing down 80-year-old buildings in a block-square downtown section of this old Mississippi River city. In their place will rise a gleaming $9 million office building, which city officials say will be the first major new building to be constructed in downtown St. Louis in more than 35 years.

The office building will be only a starter. St. Louis city officials and businessmen are poring over blueprints for an additional $80 million of new downtown construction over the next 12 months. It's estimated that in the next five years some $200 million will be put into new construction in the heart of the city.

Why the sudden building boom here? Joseph P. Sestric, St. Louis' acting building commissioner, has a simple explanation: "We finally got ourselves a new building code." Private builders and other public officials agree that this city is only beginning to reap the benefits of modernizing a building code whose outmoded provisions had discouraged new construction for many years.

In other parts of the country, builders and producers of construction materials are fighting hard to win similar acceptance of the many new materials and construction techniques now available, usually at considerable savings in cost, but often prohibited by the city ordinances that regulate the building industry. Already this campaign has scored some impressive gains. In 1960, more than 1,000 communities made major revisions in their building codes, the National Association of Home Builders estimates. But, the N.A.H.B. adds, there are still some 25,000 codes at the city, county or state level that need modernizing.

Protecting the Public

Fundamentally, building codes are detailed sets of rules adopted by local communities to govern all types of construction. The codes prescribe minimum standards for builders, with the sole aim, in theory, of protecting the health and safety of the community. In other

What's News—

* * *

Business and Finance

AUTO INDUSTRY labor and management were warned a strike this summer would be "intolerable." Labor Secretary Goldberg sounded the admonition to a Detroit audience that included top executives of the motor companies and the United Auto Workers. Trade sources interpreted his remarks to mean that if contract disputes threaten broad shutdowns, the Government would attempt to force a settlement. Some observers felt any such effort would be undertaken through Congressional action since the Administration opposes invoking the Taft-Hartley injunction provision. Negotiations to replace three-year contracts expiring August 31 begin June 28 when the U.A.W. will meet with General Motors and in succeeding days with Ford and Chrysler.

* * *

Steel production last week scored its eleventh consecutive rise. Mills turned out 2,077,000 tons, up 2% from the preceding week, the American Iron and Steel Institute announced. Despite the premium-day Memorial Day holiday, production this week probably will exceed two million tons for the third week in a row, though the total may fall below last week.

Allegheny Ludlum Steel Corp. cut prices 2½% to 5% on stainless steel strip and eliminated or trimmed extra charges on stainless steel sheets. Its reductions were followed by Jones & Laughlin and seemed likely to become industry-wide.

* * *

Unemployed workers would be trained for new jobs, subsidized while they learn, and relocated in areas where jobs are available, with Federal funds to be provided by a bill sent to Capitol Hill by President Kennedy. The President said "several hundred thousand" workers would be helped. Estimates of the first-year cost of the four-year program run from $60 million to $100 million.

* * *

The Atomic Energy Commission

World-Wide

KENNEDY HOPES to lessen "the chance of miscalculation" by his Khrushchev talks.

The President made his remark in a radio-TV interview taped in Washington May 29 and broadcast throughout France last night. Kennedy said a miscalculation "could lead to a very dangerous situation, a hazard for all people," and he's meeting with the Soviet Premier this weekend in the hope of reaching greater understanding. The President said he believes the major danger facing the world is the possibility that Russia and Red China may undertake new aggression in the belief the U.S. wouldn't resist it.

Laos, disarmament and nuclear testing were among topics Kennedy indicated he would discuss with Khrushchev. At a testimonial dinner last night in New York for Gen. Omar Bradley, the President said he would "sing the same song" on his trip that Vice President Johnson did on his recent Southeast Asia tour: "That this country wants peace, this country wants freedom."

The President and Mrs. Kennedy emplaned last night for Europe. In addition to Khrushchev, the President also will confer with French President DeGaulle and British Prime Minister Macmillan.

Phonograph Set Sales

PHONOGRAPH SET sales at retail in March rose from February's. Stereo sets sold

Tax Report

A Special Summary and Forecast of Federal and State Tax Developments

TREASURY READIES a plan to tighten the tax treatment of thrift institutions.

President Kennedy in his April tax message called for a review of special tax deductions permitted savings and loan associations and mutual savings banks. Under a 1951 law covering cooperatives, they pay no tax on earnings transferred to a reserve for bad debts as long as the reserve doesn't exceed 12% of savings accounts. Rival commercial banks are permitted a tax-free bad-debt reserve of only about 3% of loans.

Charting a Course

U.S. Bolsters Foreign Policy Machinery but Critics Remain Uneasy

Kennedy Keeps Closer Watch On Trouble Spots; Skeptics Question Casual Procedure

DeGaulle Talks Start Today

By PHILIP GEYELIN
Staff Reporter of THE WALL STREET JOURNAL

PARIS—This week's crucial and concentrated round of Kennedy personal diplomacy is not only putting American foreign policy to an acid test but sharpening a related, and in some ways more fundamental, question: How is that policy created?

More precisely, if faulty procedure in the foreign policy-making process was largely to blame for last month's Cuban fiasco, as many believe, what is to prevent even worse disaster before this week is out? What has been done

THE COST OF ADVERTISING? WHAT ABOUT THE COST OF SALES FROM ADVERTISING?

1961
YEAR FOR
PRECISION
SELLING

Ask a smart retailer how he evaluates the worth of a store location. He'll tell you that the cash register tape tells him more than the lease.

"In a cheap location, *we* pay the rent; in a good location, the customers pay."

This is the feet-on-the-ground thinking that has made The Wall Street Journal top choice for business advertisers. Experience shows sales cost less through The Journal because this unique medium produces more of them. And there's every reason why.

In one field after another, it has been proved that business products and services are most in demand by the men who demand the most in the way of business information. Every business day the news that changes business does change. So, an ad in the only national business daily, is in America's prime selling location.

Add to this the appetizing size of The Journal's reach—with circulation at a record level and strategically distributed exactly where business is busiest.

And you can decide in favor of The Journal with a vast array of hard-fact data to give you utmost confidence in your decision. Studies of editorial usefulness? Surveys of reading habits? Research measuring readers' own appraisals of editorial dependability, vigor, integrity, action-stimulus? Carefully keyed records of leads and sales? You name your own yardstick and The Wall Street Journal will supply you with proof of value.

In business, there is no adequate substitute for action. And total action is what really determines total cost.

Here is where you reach "The Mightiest Million"—

THE WALL STREET JOURNAL.

Published at: New York, Washington, D.C., and Chicopee Falls, Mass.
• Chicago and Cleveland • Dallas • San Francisco
...and big, new Riverside (Calif.) plant now under way.

Rogers Fechheimer Nathanson Birkholz

PRODUCT IN THE ROUND—*Executives of North Advertising, Chicago, new agency for Armour & Co.'s Miss Wisconsin, Cloverbloom, and other cheeses, visit the company's Portage, Wis., cheese plant for a little indoctrination. The agency men are Don Nathanson, president, and Richard Fechheimer, vp. Showing them around are Robert Rogers, cheese products department sales manager, and Roman Birkholz, manager of the plant.*

WDGY Appoints Harris

Richard H. Harris, formerly a vp of Dandy Broadcasting Co., where he was general manager of KLEO, Wichita, and KQEO, Albuquerque, has been appointed general manager of WDGY, Minneapolis-St. Paul.

壹*

In any language,
The Cedar Rapids Gazette
is Iowa's 1st newspaper
in total advertising
linage and provides
95% coverage of Iowa's
2nd largest market.

Represented by
Allen-Klapp Co.

* 壹 means First in Chinese

Booklet on Business Papers Circulated by State Dept.

The Department of State is distributing a booklet describing the importance of business publications to U.S. Foreign Service officers engaged in trade promotion overseas.

The booklet, entitled, "Why, When and How to Read Business Publications," by Fred Wittner, president of the Fred Wittner Co., New York, has also been distributed by Associated Business Publications, National Business Publications, and through reader requests to business publications. So far, 20,000 copies have been circulated.

Mutual Adds Six Affiliates

Mutual Broadcasting System, New York, has added six former independents as affiliates. They are: KLIV, San Jose, Cal.; WRVM, Rochester, N. Y.; WCCC, Hartford, Conn.; KHAK, Cedar Rapids, Ia.; WJRL, Rockford, Ill.; and WCMA, Corinth, Miss. Mutual had no recent previous affiliates in these markets except for the Hartford area, where it was affiliated with WINF, Manchester.

• *for Ad Agencies Who*

MUST DELIVER!

YOUR CLIENT'S NAME HERE

18 Kt. Gold-Plated. Customer's initial on reverse side.

Golden Car Key Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case history brochure & price list.

ALLIED Associates
110 Cummington St. Boston 15, Mass. COngress 2-1240

California Drug Group Gets More Time to Pay Fine

SAN FRANCISCO, Aug. 1—Northern California Pharmaceutical Assn. has received court permission to delay payment of the $40,000 fine recently levied against it for price fixing (AA, June 26).

Federal Judge Louis E. Goodman approved the postponement of payment when Aetna Casualty & Surety Co. posted a bond guaranteeing payment of that fine, and an additional $1,000 fine imposed on San Francisco druggist Donald K. Hedgpeth.

Payment of the fines was stayed until an appeal in the case is finally decided. If the appeal decision goes against the two defendants, they will be required to either pay th fines within 30 days or forfeit the surety bonds.

■ The association and Mr. Hedgpeth both were convicted in June of conspiring to fix the prices of prescription drugs. Attorneys for the association claimed there was insufficient money in the treasury to pay the fine levied by Judge Goodman.

Attorney John W. Broad said "there is $38,000 in the association treasury, but this is needed to cover operations until January. There will be no additional income until the 1,500 members pay their dues next January and February."

■ Meanwhile, Mr. Hedgpeth has been added as a defendant in the government's civil suit to keep the California pharmaceutical group from "rigging prices."

Mr. Hedgpeth, who operates a drug store here and who once headed the association, will have to defend himself in a civil action which was filed in federal court here last December. #

NBC Signs Bell, Bulova; Beecham Buys ABC Special

Bell Telephone System, New York, (N. W. Ayer & Son) will sponsor NBC-TV's "Threshold," a three-part series of 90-minute programs dealing with America's plans and accomplishments in the space age, during the 1961-'62 season. Bulova Watch Co. (Sullivan, Stauffer, Colwell & Bayles) has ordered participations in the following NBC-TV shows: "National Velvet," "Laramie," "Dick Powell Show," "Outlaws," "International Showtime" and its Saturday night feature films.

ABC-TV has signed Beecham Products (Kenyon & Eckhardt) to sponsor a one-hour special with Connie Francis, replacing "Hawaiian Eye" Sept. 13 only. The special will coincide with a promotion offering a Connie Francis record album with Brylcreem, sponsored by General Harmonics & Video Corp. and Beecham. #

'Go' Opens New Office

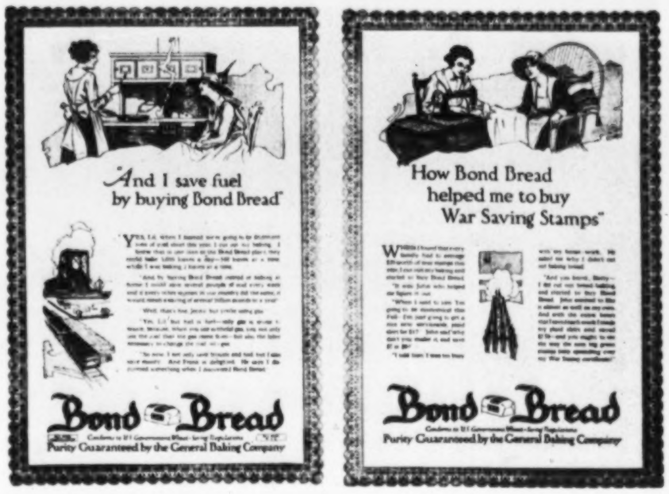
Go-Transport Times of the West, Los Angeles, has opened a new office at 2545 Monroe Blvd., Dearborn, Mich. John F. Helwig, eastern advertising manager, will head the new office, which will service clients in Michigan, Illinois, Indiana and Ohio.

DeJernett Moves Offices

DeJernett Advertising Agency, Dallas, has moved its offices to 505 N. Ervay St.

FREE SAMPLING OPPORTUNITY

in Test City, U.S.A. (Columbus, Ohio). The only cost is your product . . . 23 gross. Write to: Ralph Hemming, c/o Columbus Dispatch—Citizen-Journal, Columbus 16, Ohio.


"And I save fuel by buying Bond Bread"
Bond Bread
Purity Guaranteed by the General Baking Company
"How Bond Bread helped me to buy War Saving Stamps"
Bond Bread
Purity Guaranteed by the General Baking Company

DON'T BAKE—*Buy Bond bread and save fuel or money to buy War Saving Stamps is the theme of these ads which appeared in Philadelphia newspapers in 1918.*

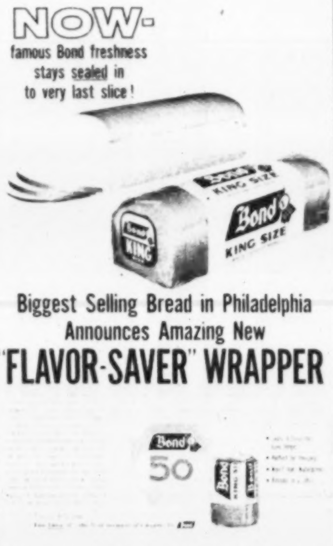
General Baking Marks 50th Birthday With Intensive Drive for Bond Bread

PHILADELPHIA, Aug. 2—General Baking Co., as part of its 50th anniversary celebration, has launched an intensive advertising and promotion program for Bond bread throughout this entire area.

The program calls for large-space ads in the *Bulletin*, *Inquirer*, and *Daily News*, here, and in a dozen community weeklies. In addition, Bond bread is being promoted on nine metropolitan radio stations, with a schedule calling for nearly 200 commercials each week. The stations are WCAU, WFIL (am and fm), WHAT, WIP, WJMJ, WPEN and WRCV.

Al Paul Lefton Co., which is handling the campaign, is the agency for all divisions of General Baking Co.

■ Newspaper ads and radio commercials are emphasizing Bond's new "Flavor Saver Wrapper," which is waterproof, doesn't tear and quickly reseals.


NOW-
famous Bond freshness stays sealed in to very last slice!
Bond King Size
Biggest Selling Bread in Philadelphia Announces Amazing New
"FLAVOR-SAVER" WRAPPER
Bond 50

CAPTURED—*Bond bread breaks with its new Flavor Saver Wrapper as part of General Baking Co.'s 50th anniversary celebration.*

The ads also point up the important contribution General Baking has made to the economic growth of this city, stressing that it is the only bakery here serving the wholesale trade throughout the entire Philadelphia area, and that the bread is union made and union delivered.

A spokesman for Al Paul Lefton said advertising plans for the balance of the year will highlight Bond donuts, brown-and-serve rolls, oatmeal bread and other products. Radio, newspaper and outdoor advertising is scheduled, as well as tv, in some markets.

■ A story in advertising contrasts and trends can be found in Bond bread's newspaper ad campaigns throughout the years.

General Baking Co. introduced Bond bread to Philadelphia in 1917. In 1918, the company ran a newspaper ad series prompting the homemaker to give up baking bread at home and switch to Bond. The ads explained how the money saved could be used to buy War Saving Stamps.

Ads were informative, of a public service nature, and illustrated in such a manner as to make them representative of the times. Not too much emphasis was placed on white space.

General Baking Co. launched a nation-wide promotional contest in 1915, enlisting the aid of American housewives in determining how Bond bread should be made. Over 43,000 housewives responded by submitting recipes and samples. Prizes were awarded and the company agreed on a particular loaf of high quality bread.

■ In 1922, General Baking Co. broke Bond bread ads nationally via *The Saturday Evening Post* and *Good Housekeeping*, emphasizing that a chain of bakeries could come up with a loaf of bread that was uniformly good.

The *Ladies' Home Journal* in February, 1929, carried an ad explaining why the bread is named "Bond," pointing out that it is a guarantee of the purity and quality of every ingredient.

Today's 50th anniversary advertising of General Baking Co., highlighting Bond bread in this area, again emphasizes a modern change of pace in newspaper advertising. #

Noble Adds Holser y Cia

Noble Advertising Co., Mexico City, has been named to handle advertising for Holser y Cia, Mexico distributor of Omega, Tissot and Patek Phillippe watches.

TV Enterprises Offers Show

Television Enterprises Corp., Hollywood, a new tv show producer-distributor, has begun distribution of a new series of 78 programs, "Mahalia Jackson Sings."

Kennel Joins Dix & Eaton

Byron E. Kennel, formerly an account executive with Erwin, Wasey, Ruthrauff & Ryan, Pittsburgh, has joined Dix & Eaton, Cleveland, in the same capacity.

Three Fifths of the People in Chicago are "Untouchables"...when you try to reach them with any single daily newspaper

Though 7 of 10 Chicagoans read a newspaper every day . . . you are *now out of touch* with more than three fifths—from 61.6 to 80.6%* of Chicago's adults when you advertise in any *one* Chicago daily newspaper.

You don't need Elliott Ness to draw a conclusion. It takes *two or more* newspapers to sell Chicago —and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, than any other 2-paper combination.

"Chicago NOW"

*"Chicago NOW," a report based on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—and important new ideas—about *today's* Chicago market. If you don't already have a copy, contact your Sun-Times or Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

**Based on 1000 line B/W ad*

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Rm. 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA }
LOS ANGELES } Sawyer-Ferguson-Walker Co.
SAN FRANCISCO }

Copyright 1961, Field Enterprises, Inc.

Agencies, Producers Opposed TV Nets on Sex, Violence, Senate Probers Told

(Continued from Page 2)

women who were to be tossed in his direction.

Ziv and the advertising agencies which were developing the program were pictured as holding out for "high level" material, presenting a faithful picture of dramatic scientific research. At the climactic point in the negotiations, a May 18, 1959, letter from Ziv to David Levy, then NBC vp for programming, supposedly summed up a conversation about the program: "The two major story facets to be stressed," this letter said, "in the new concept of 'Challenge' are sex and violence."

▪ Later the subcommittee got testimony that the sex and violence concept never materialized. Though Ziv was supposed to be resisting NBC pressure to sex up the show, Sen. Dodd quoted extensively from a May 11, 1959, memo prepared inside the Ziv organization arguing vigorously for a sexed-up approach for "Man and the Challenge." Written by Richard Dorso of the Ziv organization, the memo was addressed to John L. Sinn of the Ziv organization. A covering note explained it was really intended to sell Mr. Levy on two points "we are all in favor of"—different girls each week, and research.

"To clarify my own thinking," the memo began, "I've put down the following primitive notes with reference to sex, preliminary to the stories that follow:

"It may be a redundancy but sex is at the very least a two-way street. The two we are interested in is sex as it appeals to women, and sex as it appeals to men—of all ages, of course.

"Barton is the bright colored fly on the hook that will attract women," the memo explained. "And physically he comes equipped for it. We should undress Barton as much as possible in every episode. He has a fine physique, and those rippling muscles should be displayed at every opportunity."

▪ The memo explains that the "unattainable man" appeal has been used successfully in many of the successful "private eye" shows, and it can be used in "Man and the Challenge."

"Barton has no time for women. They fight for it, some succeed in getting it, but mostly he's off again in pursuit of his next brush with death. To Barton, girls are substitutes for danger and when sufficiently enticing danger comes along, he leaves 'em. That's for women.

"As for men, it's the old standby —girls."

The memo offered some brief story suggestions. "I am sure that with sufficient time these scripts with the girls properly integrated organically can be extremely exciting," it said. "The writers should bear in mind that most of these girls will be beautiful bitches with only one end in mind, the seduction of Barton."

▪ Sen. Dodd moved from the May 11, 1959, exposition on the sex potential of "Man and the Challenge" to a Dec. 3, 1959, letter in which NBC vp Don Durgin sought to convince Doyle Dane Bernbach that the children's audience for "Man and the Challenge" could be increased by switching from the 8:30 p.m. Saturday slot to the 9 p.m. period. (At 8:30 p.m. it played opposite 'Leave It to Beaver,' top rated children's program.)

Noting that NBC had visualized "Man and the Challenge" as a program loaded with sex and violence, Sen. Dodd expressed indignation that Mr. Durgin would be discussing ways of increasing the size of the children's audience.

Ziv witnesses tried to soften his anger by pointing out that the program never contained "any of the kind of material that this subcommittee has been objecting to." Ziv witnesses argued that they were able to resist network pressure because they retained creative control over the program.

▪ The senator's attack on Mr. Durgin also was countered by John M. Daly, vp of DDB, who asked to be heard. The mid-1959 proposal to put sex and violence into "Man and the Challenge" had been completely rejected by the producer and the agency, Mr. Daly emphasized. At the time Mr. Durgin offered the 9 p.m. period, 13 episodes already had run, and "Man and the Challenge" was fully established as an important program, highly recommended for young people (eventually it ran 52 weeks, with 39 episodes produced).

Mr. Unger told how agencies helped Ziv resist NBC efforts to work more violence into "Klondike." The pilot for "Klondike" was sold, he said, as a "lusty, roaring" program, with a minimum of violence. "We even advertised at the start that the villain wasn't going to be killed, but as soon as the pilot was sold," he claimed, "NBC began demanding more violence."

▪ Comment on scripts showed an apparent conflict between the network and the agency, he testified. The agency wanted the program to follow the pattern of the pilot, a program reflecting a period of roaring, but not violent, action, with a good deal of humor. The network, on the other hand, would complain that scripts were "tongue in cheek" comedy, almost farce, and that it didn't want this.

Because the network participated in this program, its views had more weight, Ziv officials testified. Its demand for more violence prevailed for a couple of episodes, but then the program reverted to the original concept.

▪ In dealing with the network, Mr. Unger observed, it is sometimes hard to tell "who the enemy is." Sometimes, he said, it is impossible to know whether the trouble comes from the East Coast or the West Coast.

"One person would say, 'Kintner wants it this way.' Another would insist that Dave Levy was demanding changes."

The subcommittee got somewhat similar information about behind-the-scenes activity in the production of Desilu's "The Untouchables." It read inter-office memos from ABC vp Thomas Moore proposing a mid-1960 conference to hypo the show. (Desilu producer Jerry Thorpe testified that the studio resisted network pressure, and that the conference was never held.)

On the other hand, the committee also heard a memo which told how McCann-Erickson was protesting a scene in a proposed March, 1960, episode called "White Slaver," in which a group of Mexican prostitutes were to be machine gunned by men who were supposed to be smuggling them across the border.

After toning down the scene to partially overcome the agency's objections, Quinn Martin, who was producer of "The Untouchables" at that time, was quoted as saying: "I don't know whether we can get away with it, but let's leave it in."

▪ While Mr. Unger and Ziv vp A. Frank Reel were testifying, the subcommittee had Samuel H. Northcross, vp of William Esty Co., and Mr. Daly standing by under subpoena. Obviously pleased with the Ziv testimony, Sen. Dodd told the agency executives that their testimony would not be needed and that they would be excused unless they wished to be heard. It was at this point that Mr. Daly indicated that he wished to make a statement.

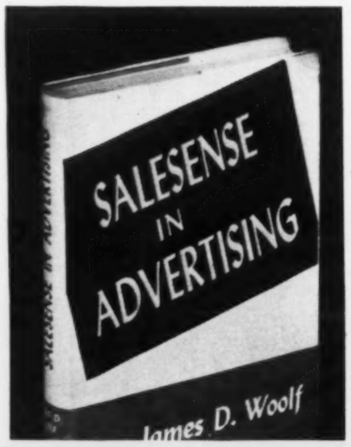
He read into the record extracts from a letter which DDB had written the subcommittee pointing out that "Man and the Challenge" had been widely applauded as a fine program for young people. "It does not contain any of the sex or violence this subcommittee has been concerned with," Mr. Daly stressed. He noted it was one of two programs that have been recommended by the New York PTA.

In selecting this program, he explained, the sponsor was searching for something which differed from the crime and violence presented in so many other tv shows. "The sponsor was interested in a wholesome vehicle, and the agency worked hard to see that he got what he purchased." #

NATIONAL CATHOLIC FAMILY MAGAZINE
Put this active market place on your next schedule.
OCT. ISSUE CLOSES AUG. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
St. Anthony MESSENGER

135 Woolf articles
in handsome library edition

SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval.



Just Launched

POTATO BOATS ARE A-COMIN'—*General Mills is using newspaper color pages like this in major markets to introduce its new Potato Boats nationally.*

IS THE NEGRO MARKET DIFFERENT?

To reach, and sell the Negro, paid media alone is not the answer. A custom tailored sales promotion, marketing, and public relations program costs less and covers more ground faster and far more effectively. Make your tests in Washington at low cost, which, when proven, can be extended to 14 additional key markets that represent 67% of the Negro market. Write, wire or call **PUBLIX, Ltd. 1737 F Street, N.W. Washington, D.C. STerling 3-8550**

WVIP Names Paris, Denison

Tom Paris, formerly manager of WVIP, Mt. Kisco, N. Y., has been appointed general manager of VIP Radio, parent company of WVIP, to coordinate sales between that station and WVOX, both affiliates of the regional Herald Tribune Radio Network. Succeeding Mr. Paris as station manager of WVIP is Spencer Denison, previously president and general manager of WBRM, Big Rabbit, Mich.

Frohlich Names Two

L. W. Frohlich & Co., New York, has named Edwin Rooney, formerly with Erwin Wasey, Ruthrauff & Ryan, director of its radio, tv and film department, succeeding Neil Brant, who has resigned. Frohlich also has appointed Robert E. Hitchins vp and director of public relations. Mr. Hitchins joined the agency in 1950 and formerly was copy director.

WNBC-TV Names Peter Affe

Peter M. Affe, previously manager of daytime program operations at NBC-TV, has been appointed station manager of WNBC-TV, New York. He fills the post left vacant by Max E. Buck when he was promoted to vp in charge of eastern sales for NBC-TV in February, 1960.

AUTHORIZED JEWELER
Artcarved
Evening Star

COLOR, MOTION—*This display by Venco International for Artcarved Diamond Rings is now in its third reorder. It gets motion and color from edge-lighting acrylic plastic sheets which are engraved or silk-screened.*

New Display Offers Shifting Color Scheme

New York, Aug. 3—A relatively simple device which combines color and action is creating interest in Venco's new "Color in Motion" display.

The display, which provides constantly shifting colors in a transparent sheet, is currently in use by the following advertisers: Two divisions of White Stag; Pontiac division of General Motors (for the Tempest); RCA-Victor (for color sets); Hertz; Artcarved Diamond Rings; and Schenley's I. W. Harper and Old Charter brands.

What makes the display interesting is its use of the edge-lighting principle. Several panels of acrylic sheets are engraved or silk-screened, then bolted together. Vari-colored strips of acrylic sheet move back and forth within the light box to provide the variable play of colors through each panel—so that the lights, shades and colors are in constant motion.

The display comes in sizes up to 38", depending on fluorescent tube sizes, and the clock motor which powers the action is guaranteed for a year. The price runs around $21 a unit in lots of 1,000. #

Trans-World Appoints Groth, Fitzpatrick

Richard A. Groth, formerly with Ceramic Publications, has joined Trans-World Publishing Co., Cleveland, as sales representative for *Global Technology* and *Global Electronics*. *Global Electronics* will be launched in November. Space rates will be based on an initial minimum guaranteed circulation of 30,000 copies.

At the same time Harold G. Fitzpatrick has joined Trans-World as sales representative for *Power Drive Engineering*, headquartering in the Chicago office. Mr. Fitzpatrick was formerly with Gulf Publishing Co.

Liller, Neal Names Blaquiere to Manage New Dallas Office

Liller, Neal, Battle & Lindsey has appointed Ronald Blaquiere an account executive and manager of its new Dallas office, located in the Hartford Bldg. Mr. Blaquiere was formerly an account executive with J. Walter Thompson Co., Dallas.

Sykes Adds Noodle Account

Sykes Advertising, Pittsburgh, has been named advertising, marketing and public relations counsel for Mama Weaver Noodle Co., Columbus, O. The company, owned by Cliff (Charlie Weaver) Arquette of NBC's "Jack Paar Show," will begin an eastern campaign in the fall, to be followed by a national drive.

COUNT DOWN...COUNT 100 COUNT ON ATTENTION!

as the advertising/marketing world checks and rechecks the facts and figures in Advertising Age's unique "Profiles of the 100 Largest National Advertisers" issue on August 28.

Call it poetic license. But we're going to stick out our necks and say that the kind of excitement that count-down time produces for missile enthusiasts will be generated throughout the advertising/marketing world when the count-down of the "100 Leaders" takes place on August 28. That's the date Ad Age's "Profiles of the 100 Largest National Advertisers" issue hits the desks of our more than 50,000 paid subscribers.

And, what's more, in Ad Age's case, the initial excitement doesn't peter out in a few minutes. The authoritative information on the operations and organizations of the country's top national advertisers presented in Ad Age's "100 Leaders" issue is not available in any other single source. It, therefore, gets analyzed and reviewed many times during the weeks and months that follow.

Of course, we're realistic enough not to claim that the white heat of enthusiasm that exists during the first reading of this unique editorial feature is sustained through the fifth, tenth or thirtieth checking. But, we fear no rebuttal in pointing out that this special issue of Ad Age gives its advertisers a king-size quota of exposure for a single insertion.

So, you can count on it! Your sales message in Ad Age's "100 Leaders" issue could be seen over and over again by the advertising/marketing people who influence the purchase of markets, media and services. If you want sure-fire advertising action, please make your space reservation now. Closing date is August 16.

"PROFILES OF THE 100 LARGEST NATIONAL ADVERTISERS" ISSUE

Advertising Age

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

THE HAPPY MARRIAGE

Formica weds local dealer listings
to national ad in the
#1 magazine with
America's Young Marrieds (18-34)

SELL PAGE

A recent issue of TV GUIDE saw Formica Corp. wooing America's largest print audience of Young Marrieds (4,200,000) with this 4-color ad in the national feature section.

Let a Qualified FORMICA Dealer

... Remodel Your Kitchen Now!

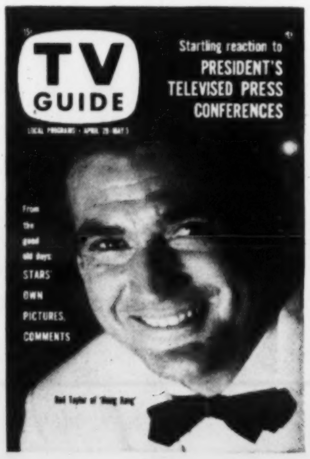
Want Fast Action on a FORMICA Kitchen?

We are proud to suggest these Formica Blue Book Dealers.

CALL ONE TODAY!

SEND PAGE

Formica dealers were listed on the facing page in regional editions. TV GUIDE'S 62 regional editions are more than any other magazine can offer.


TV GUIDE
Startling reaction to PRESIDENT'S TELEVISED PRESS CONFERENCES
From the good old days: STARS' OWN PICTURES, COMMENTS

It takes two to retail. You must not only create desire, but channel it as well. Take a leaf from Formica's book and schedule both national and local pages in our book. **Best-selling weekly magazine in America . . . circulation guarantee 7,250,000.**

1960 Per Carton Cigaret Ad Costs Dip to 6.2¢

(Continued from Page 3)

creased their total market share slightly to about 20%, but the big news came from mentholateds, which increased sales 23% over 1959.

Twelve brands increased sales, seven sustained losses, and two held even in 1960. Nine increased their measured media advertising expenditures, while ten cut back. Pall Mall, Salem, Kool, Herbert Tareyton, and Raleigh, whose sales were up, decreased their ad expenditures. Camel, Winston, Marlboro, Alpine, and Newport registered both sales and ad increases. Chesterfield and Philip Morris had increased ad spending, but lower sales.

■ Here are some highlights from the cigaret cost study table:

• **Kent** (regular filter and king filter) regained its spot as the No. 1 user of measured media advertising, although Kent ad expenditures of $14,065,584 were down from 1959 spending of $15,051,987, and sales were down one billion cigarets.

• **Salem** (menthol king filter), unseated by Kent, dropped to second place in measured media ad spending with $12,734,862, although its expenditures too, were down considerably from 1959 spending of $15,624,230. Salem, however, registered a fat 7.5 billion sales gain.

• **Pall Mall** (king) retained its lead in cigaret sales for the second consecutive year, having unseated Camel from this spot in 1959. Pall Mall sales were up 4.5 billion in 1960, but advertising expenditures for this brand were down slightly to $12,563,730, from $12,637,152 the year before, making it the third largest user of measured media.

• **Winston** (king filter) was third in sales (49.6 billion) and fourth in advertising expenditures ($11,252,820) in 1960. Both sales and ad spending were up from 1959. Sales were up 15% over 1959 and ad spending was up 34%.

• **Camel** (regular), second biggest seller, ranked fifth in ad spending. Camel sales of 66.5 billion were up 3 billion from 1959; ad spending for this brand rose to $9,664,850, from $9,366,843 in 1959. Camel also registered the lowest ad cost per million cigarets of $145.33 and lowest ad cost per carton—2.9¢.

■ Readers should note that advertising figures in this study can be only an indication. Computations have been made from available measured advertising figures only. These include amounts spent in magazines, newspapers, network and spot television, outdoor, Sunday magazine sections and farm publications. Network radio has not been measured since the first seven months of 1955, thus throw-

(Continued on Page 82)

Note on Adjoining Table

Advertising expenditures are compiled from figures provided by Leading National Advertisers Inc., Outdoor Advertising Inc., the Television Bureau of Advertising and the Bureau of Advertising, ANPA. They include network and spot television, newspapers, magazines, outdoor, farm publications and newspaper sections. Cigaret sales figures are from Business Week.

Costs of Cigaret Advertising: 1953-1960

Per Carton and Per Million of Cigarets Sold

Copyright 1961 by Advertising Publications Inc.

	1960	1959	1958	1957#	1956	1955	1954	1953
[1]PALL MALL (Amer. Tob.)								
Sales (billions)	68.5	64.0	55.0	54.0	57.5	56.0	51.0	48.0
Ad investment	$12,563,730	$12,637,152	$10,941,493	$ 8,062,258	$ 9,190,419	$ 8,910,915	$ 6,876,101	$ 6,046,399
Ad cost per million	$183.41	$197.45	$198.93	$149.30	$159.83	$159.12	$134.82	$125.96
Ad cost per carton	3.6¢	3.9¢	4.0¢	2.9¢	3.2¢	3.2¢	2.7¢	2.5¢
[2]CAMEL (Reynolds)								
Sales (billions)	66.5	63.5	62.5	66.0	72.5	77.0	84.0	99.0
Ad investment	$ 9,664,850	$ 9,366,843	$ 6,991,014	$ 6,580,057	$ 9,117,366	$ 7,872,563	$13,701,033	$14,866,194
Ad cost per million	$145.33	$147.50	$111.85	$99.69	$125.75	$102.24	$163.11	$150.16
Ad cost per carton	2.9¢	2.9¢	2.2¢	1.9¢	2.5¢	2¢	3.3¢	3¢
[3]WINSTON (Reynolds)								
Sales (billions)	49.6	43.0	38.9	37.5	30.0	19.5	—	—
Ad investment	$11,252,820	$ 8,378,024	$12,653,400	$12,795,595	$ 8,773,516	$ 6,638,245	—	—
Ad cost per million	$226.87	$194.83	$325.28	$341.21	$292.45	$340.41	—	—
Ad cost per carton	4.4¢	3.8¢	6.5¢	6.8¢	5.8¢	6.8¢	—	—
[2]LUCKY STRIKE (Amer. Tob.)								
Sales (billions)	41.5	43.0	46.0	52.0	56.0	57.0	58.0	65.0
Ad investment	$ 6,329,876	$ 6,743,221	$ 6,742,734	$ 7,368,822	$ 8,220,457	$ 7,970,440	$ 8,905,887	$10,159,327
Ad cost per million	$152.52	$156.81	$146.58	$141.70	$146.79	$139.83	$153.55	$156.29
Ad cost per carton	3.0¢	3.1¢	2.9¢	2.8¢	3¢	2.8¢	3.1¢	3.1¢
[3,4]KENT (P. Lorillard)								
Sales (billions)	35.0	36.0	37.5	13.5	2.5	2.3	4.0	3.0
Ad investment	$14,065,584	$15,051,987	$11,302,196	$ 9,725,721	$ 3,068,232	$ 3,117,876	$ 3,858,280	$ 3,206,889
Ad cost per million	$401.87	$418.11	$301.39	$720.42	$1,227.29	$1,355.59	$964.57	$1,069.00
Ad cost per carton	8.0¢	8.3¢	6¢	14.4¢	24.5¢	27.1¢	19.3¢	21.4¢
[5]SALEM (Reynolds)								
Sales (billions)	34.5	27.0	19.5	11.0	2.3	—	—	—
Ad investment	$12,734,862	$15,624,230	$ 8,479,454	$ 5,273,743	$ 3,383,021	—	—	—
Ad cost per million	$369.12	$578.67	$434.84	$479.43	$1,470.84	—	—	—
Ad cost per carton	7.3¢	11.5¢	8.7¢	9.5¢	29.4¢	—	—	—
[1,2]CHESTERFIELD (Liggett & Myers)								
Sales (billions)	27.6	28.0	29.2	32.0	39.5	48.0	54.0	62.0
Ad investment	$ 6,510,688	$ 6,066,495	$ 4,450,562	$ 5,275,179	$ 6,544,451	$ 6,111,529	$ 5,478,877	$13,204,616
Ad cost per million	$235.89	$216.66	$152.41	$164.84	$165.68	$127.32	$101.46	$212.98
Ad cost per carton	4.7¢	4.3¢	3¢	3.2¢	3.3¢	2.5¢	2¢	4.2¢
[3,4]L&M (Liggett & Myers)								
Sales (billions)	24.5	25.0	22.9	24.4	18.5	11.0	6.2	—
Ad investment	$ 9,341,639	$10,468,932	$ 8,552,122	$ 9,066,894	$ 9,953,498	$ 6,490,892	$ 5,410,599	—
Ad cost per million	$381.29	$418.75	$373.45	$371.59	$538.02	$540.91	$872.68	—
Ad cost per carton	7.6¢	8.3¢	7.4¢	7.4¢	10.8¢	10.8¢	17.5¢	—
[3]MARLBORO (Philip Morris)								
Sales (billions)	22.4	21.0	19.8	19.5	13.5	6.0	—	—
Ad investment	$ 8,195,319	$ 7,997,044	$ 7,041,889	$ 7,873,604	$ 7,880,318	$ 2,200,368	—	—
Ad cost per million	$365.86	$380.81	$355.65	$403.77	$583.72	$366.73	—	—
Ad cost per carton	7.3¢	7.6¢	7.1¢	8¢	11.7¢	7.3¢	—	—
[3]VICEROY (Brown & Williamson)								
Sales (billions)	21.5	21.5	22.2	27.3	25.4	20.1	14.9	6.0
Ad investment	$ 8,034,818	$ 9,858,597	$ 8,964,333	$14,955,590	$10,033,394	$ 3,675,706	$ 3,157,137	$ 538,309
Ad cost per million	$373.71	$458.53	$403.79	$547.82	$395.01	$182.88	$211.89	$89.67
Ad cost per carton	7.4¢	9.1¢	8¢	10.9¢	8¢	3.7¢	4.2¢	1.8¢
[6]KOOL (Brown & Williamson)								
Sales (billions)	14.9	13.7	13.7	12.3	12.3	12.7	12.1	11.5
Ad investment	$ 3,518,762	$ 3,797,302	$ 5,331,447	$ 5,263,821	$ 4,150,422	$ 596,645	$ 874,394	$ 390,827
Ad cost per million	$236.15	$277.17	$389.15	$427.95	$337.43	$46.98	$72.26	$34.00
Ad cost per carton	4.7¢	5.5¢	7.7¢	8.5¢	6.7¢	0.9¢	1.5¢	0.7¢
[1,3]HERBERT TAREYTON (Amer. Tob.)								
Sales (billions)	12.5	11.5	8.5	8.5	10.0	12.0	14.0	14.0
Ad investment	$ 8,220,278	$ 9,733,595	$ 5,332,298	$ 1,794,890	$ 4,245,324	$ 3,997,609	$ 1,820,350	$ 1,952,699
Ad cost per million	$657.62	$846.39	$627.32	$211.16	$424.53	$333.13	$130.03	$139.50
Ad cost per carton	13.1¢	16.9¢	12.5¢	4.2¢	8.5¢	6.7¢	2.6¢	2.8¢
[3]PARLIAMENT (Philip Morris)								
Sales (billions)	10.0	10.0	5.5	2.4	2.0	2.2	2.7	3.0
Ad investment	$ 6,838,451	$ 7,048,373	$ 6,592,478	$ 2,985,141	$ 2,101,309	$ 1,532,476	$ 1,013,927	$ 916,927
Ad cost per million	$683.84	$704.83	$1,198.63	$1,243.80	$1,050.65	$696.58	$375.55	$305.67
Ad cost per carton	13.6¢	14¢	23.9¢	24.8¢	21¢	13.9¢	7.5¢	6.1¢
[1,2]PHILIP MORRIS (Philip Morris)								
Sales (billions)	10.0	11.2	12.9	15.5	20.0	24.0	29.0	35.0
Ad investment	$ 2,780,907	$ 1,665,863	$ 3,130,231	$ 4,816,336	$ 6,475,234	$ 5,705,471	$ 6,610,807	$ 8,880,958
Ad cost per million	$278.09	$148.73	$242.65	$310.73	$323.76	$237.73	$227.95	$253.71
Ad cost per carton	5.5¢	2.9¢	4.8¢	6.2¢	6.5¢	4.8¢	4.6¢	5.1¢
[2,3]OLD GOLD (P. Lorillard)								
Sales (billions)	9.8	11.2	13.3	15.8	17.0	20.7	19.5	23.0
Ad investment	$ 3,840,248	$ 3,295,237	$ 6,556,482	$ 4,386,089	$ 5,650,841	$ 6,896,258	$10,035,163	$ 8,786,972
Ad cost per million	$391.86	$294.21	$492.96	$277.60	$332.40	$333.15	$514.62	$382.04
Ad cost per carton	7.8¢	5.8¢	9.8¢	5.5¢	6.6¢	6.7¢	10.3¢	7.6¢
[1,3]RALEIGH (Brown & Williamson)								
Sales (billions)	9.0	8.0	7.2	6.7	7.1	7.1	7.3	7.5
Ad investment	$ 2,259,381	$ 2,737,653	$ 4,068,287	$ 2,092,587	$ 2,521,084	$ 255,740	$ 570	—
Ad cost per million	$251.04	$342.20	$565.03	$312.32	$355.08	$36.01	—	—
Ad cost per carton	5.0¢	6.8¢	11.3¢	6.2¢	7.0¢	0.7¢	—	—
[5]NEWPORT (P. Lorillard)								
Sales (billions)	5.5	4.5	2.8	1.0	—	—	—	—
Ad investment	$ 4,843,909	$ 4,284,903	$ 5,871,484	$ 1,687,889	—	—	—	—
Ad cost per million	$880.71	$952.20	$2,096.95	$168.78	—	—	—	—
Ad cost per carton	17.6¢	19¢	41.9¢	3.3¢	—	—	—	—

(Continued on Page 82)

Costs of Cigaret Advertising : 1953-1960

	1960	1959	1958	1957#	1956	1955	1954	1953
[5]ALPINE (Philip Morris)								
Sales (billions)	2.7	1.5	—	—	—	—	—	—
Ad investment	$ 5,034,301	$ 3,434,776	—	—	—	—	—	—
Ad cost per million	$1,864.55	$2,289.85	—	—	—	—	—	—
Ad cost per carton	37.2¢	45.7¢	—	—	—	—	—	—
[3]KENTUCKY KINGS (Brown & W'mson)								
Sales (billions)	1.2	—	—	—	—	—	—	—
Ad investment	$ 4,686,102	—	—	—	—	—	—	—
Ad cost per million	$3,905.08	—	—	—	—	—	—	—
Ad cost per carton	78.1¢	—	—	—	—	—	—	—
[5]BELAIR (Brown & W'mson)								
Sales (billions)	1.0	—	—	—	—	—	—	—
Ad investment	$ 3,976,263	—	—	—	—	—	—	—
Ad cost per million	$3,976.26	—	—	—	—	—	—	—
Ad cost per carton	79.5¢	—	—	—	—	—	—	—
[5]OASIS (Liggett & Myers)								
Sales (billions)	1.0	1.5	1.4	0.5	—	—	—	—
Ad investment	$ 1,708,831	$ 3,318,767	$ 4,539,147	$ 1,119,218	—	—	—	—
Ad cost per million	$1,708.83	$2,212.51	$3,242.24	$2,238.43	—	—	—	—
Ad cost per carton	34.1¢	44.2¢	64.8¢	44.7¢	—	—	—	—

[1]—King; [2]—Regular; [3]—King Filter; [4]—Regular Filter; [5]—Menthol King Filter; [6]—Menthol Regular & Menthol King Filter. #Revised.

Cigaret Ad Costs . . .

ing off comparative figures for subsequent years. Spot radio figures were not included in the compilation because they are given only by corporations without individual breakdowns for the various brands. Spot tv figures were first available for 1956 and outdoor figures became available in 1955.

Figures are compiled by various groups which measure the amounts of space or time used and do not reflect accurately the total amount spent in these media. No attempt is made, for example, to calculate frequency discounts in print or media broadcast or cost other than time costs in tv (talent, production etc.). So actual costs may be a little less in fact than indicated in the study.

■ Leading National Advertisers Inc. provided the figures for magazines, farm publications and network television. The Bureau of Advertising, ANPA, has provided newspaper and Sunday section figures. The Television Bureau of Advertising is the source for spot tv spending and Outdoor Advertising Inc. has made outdoor expenditures available.

Omitted from the study are network and spot radio, direct mail, point of sale, premiums, sampling and collateral advertising programs, which constituted a considerable part of ad budgets.

With these exceptions in mind the reader may evaluate the accompanying table which shows sales and advertising for these brands over the past eight years. Extreme variations in advertising over the years can often be ascribed to the fact that certain media expenditure figures have become available or unavailable, not necessarily to violent shifts in advertising policy.

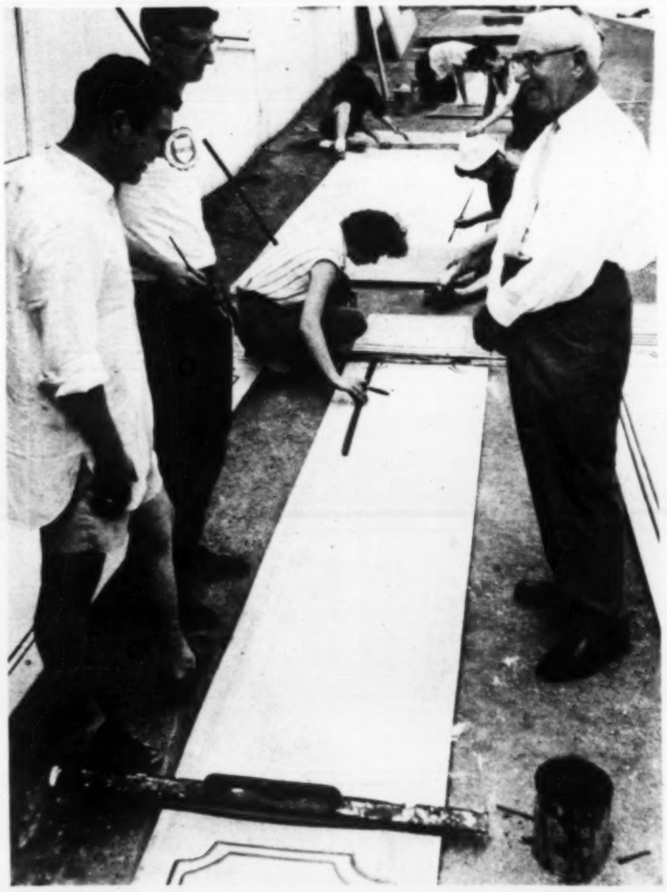
It should also be noted that if an advertiser moves the bulk of his ad dollars from measured media to unmeasured media he may seem to have made a cutback in advertising, when this may not actually be the case. #

Gerth, Brown, Clark & Elkus Adds Tribotron, Collins Pine

Tribotron Corp., Petaluma, Cal., manufacturer of the Tribotron negative iron generator & electrostatic filter, has appointed Gerth, Brown, Clark & Elkus, Sacramento, to handle its advertising. National distribution and sales of Tribotron are scheduled for fall.

Gerth, Brown also has been named to handle advertising for the Flakeboard division of Collins Pine Co., Chester, Cal., lumber manufacturer.

Your Address: Chicago's magnificent gold coast
181 East Lake Shore Drive
Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.
Donald O. Cronin, Mgr.
SUperior 7-8500
LAKE SHORE DRIVE HOTEL



SETTING THE SCENE—*Jacob Barowsky stops to talk to some summer stock players who are painting scenery for a new play.*

Lestoil's Barowsky Turns Ad Talent to Aiding Summer Stock in Holyoke

HOLYOKE, MASS., Aug. 2—In the mid-1950s Jacob L. Barowsky pioneered an unusual tv technique to put Lestoil all-purpose detergent into the big-time. Now, at 69, Mr. Barowsky is using the same tv spot approach, mixed with radio and newspapers, to push a new extracurricular interest, summer theater.

The New England business man is board chairman of Lestoil Products, the all-family company which was sold to Standard International Corp. slightly more than a year ago. His reduced schedule has given him time to become the official financial angel of the ailing Valley Players of Holyoke, a theatrical group that for 20 years has run a summer playhouse and a drama school in western Massachusetts.

So far, Mr. Barowsky has spent more than $24,000 to stave off financial disaster for the players. Some $15,000 has been used to improve the 62-year-old theatrical Casino—modernizing the interior, beautifying the landscape, installing new sound and lighting fixtures backstage.

■ The rest of the $24,000 has gone into advertising. This is how the budget breaks down: $5,248 for ads in 14 newspapers; $4,500 for a 13-week tv spot drive; $3,114 for direct mail; and $1,980 for 152 announcements weekly on six stations.

Admen who have been watching Mr. Barowsky direct this campaign report he has lost none of his shrewdness in lining up the best possible deal at the lowest possible price.

At Lestoil, back in the '50s, his unorthodoxy shook the advertising fraternity. He insisted on fringe time when fashion decreed prime time. While other advertisers did their media planning by committees, he dealt individually with representatives—and reportedly in some cases with stations. He had a reputation as a tough bargainer who wanted to get a better price than anybody else. The result: Lestoil emerged as the country's leading all-purpose liquid detergent. An avalanche of competition followed—one competitor, P&G's Mr. Clean, is now in first place—and a huge, new industry was born.

■ Advertising for the Valley Players of Holyoke is handled by Charles Ognibene and Eleanor Miller of Charles Ognibene Associates, Westhampton, Mass. Mr. Ognibene and Miss Miller used to work for Mr. Barowsky at Lestoil; both deprecate their own role in the theatrical drive. "We merely get rough working estimates from media," Mr. Ognibene explained, "and send them into Mr. B's office. Invariably, he gets the best deal."

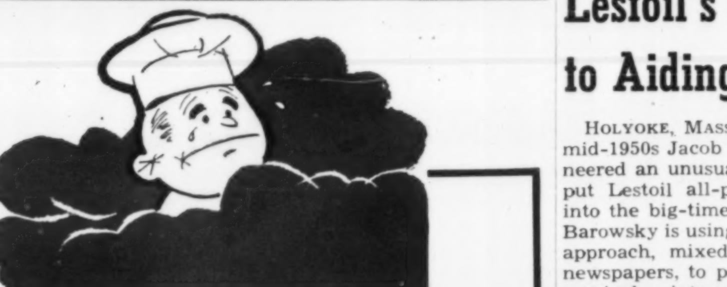
Mr. Barowsky doesn't expect his current show business efforts to pay off in Lestoil proportions, though things have picked up at the box office. "I'm no Sol Hurok; and all we have to sell is talent plus that priceless ingredient, community conscience," he says. He looks on drama as a marketable commodity; he owns no stock in the players. This season's profits, if any, will go to the present owners.

"Call me an enlightened sponsor," he said. "They take my money but won't brook interference with the program selection or production." #

'Air Force' Names Two

Air Force/Space Digest has appointed Kenneth J. Wells regional manager for Michigan and Ohio, with headquarters in new offices at 801 S. Adams Rd., Birmingham, Mich. Mr. Wells formerly was with American Aviation Publications. The magazine also has named Mark M. Hurd, formerly national advertising sales representative of Hearst Advertising Service, northern California manager. He will head the magazine's new office at 201 Town & Country Village, Palo Alto.

ON AIR . . . PAGE . . . SCREEN
Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.
You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.



WAVE-TV gives you 28.8% more WEEK-END CHEFS
—and they buy 28.8% more food, condiments, sauces, flavorings, etc.!
That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.
WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

2
METROPOLITAN LUBBOCK SECOND IN THE NATION IN RETAIL SALES... $5,770 PER HOUSEHOLD!
40% ABOVE U.S. AVERAGE ! . . .
UNAPPROACHED BY ANY CITY OF COMPARABLE SIZE
The only medium that delivers 68% coverage of the entire 19-county, rich, bustling Lubbock Market!
COPR. 1961, SALES MANAGEMENT SURVEY OF BUYING POWER, FURTHER REPRO. IS FORBIDDEN
LUBBOCK AVALANCHE-JOURNAL
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

WHO EVER YELLED

"WILL YOU MARRY ME?"

Yelling doesn't equal selling.

Nobody likes the guy who backs you against the wall, hammers his finger through your chest, and bellows out his proposition.

Some advertising, unfortunately, is like that.

This brings to mind another saying we often hear. Namely, that the man who raises his voice is losing the argument.

The best advertising is persuasion through ideas. Ideas presented *persuasively* are what people buy.

YOUNG & RUBICAM, INC., ADVERTISING

Concerning New Customers and New Notions

"What established salesman in his territory has ventured beyond the usual rounds in the last five years? Yet what territory worth its sales anywhere in the U.S. is the same as it was five years ago — either in population or in stores or in who's running the store, in housing, in people who live in the house, in income or in the way income is spent?

"At the top there is always a new customer emerging with new notions, new-formed taste."

Excerpts from a speech before the Magazine Promotion Group / January 25, 1961 by Margaret Hockaday, President, Hockaday Associates

PHOTO BY DUANE MICHALS

SPORTS ILLUSTRATED couldn't agree more. Nor is there a better answer to Miss Hockaday's first question than "Sports Illustrated." For seven years it has been a salesman going out every week beyond the usual rounds, finding at the top new customers emerging with new notions, new-formed taste.

These customers have a median annual household income of $10,835 (more than twice the national median and among the highest of any magazine), at a median age of the household head of 42 (among the lowest). High in education, too, and high in job achievement.

For them, sport is an expression of today's energetic, purposeful living in which the goal they seek is excellence. They could hardly be reading SPORTS ILLUSTRATED otherwise. They are the cream of the active families today, for whom sport is the new sophistication.

This is common knowledge among advertising men, whose duty it is to keep business informed on new notions, trends and tastes. As a result, today only three magazines in the land carry more pages of consumer advertising than does

Sports Illustrated

Advertising Age
Feature Section

Woolf Probes Furniture Ad
Doug Smith Starts Packaging Column
Merchandising Contest Leads Communicators
Little Bit of Heaven Falls on Puerto Rico

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Manufacturers, Too, Will Be Compelled to Change' . . .

Low-Margin Retailers Forging Ahead with Explosive Growth, Innovation, Shifting Income Sources: Weiss

Predictions: What Low-Margin Retailing Will Achieve in 1961—and by 1965

In 1954 E. B. Weiss, Advertising Age columnist, wrote a series of articles on the then infant discount house which appeared in these pages—the first intensive study of what was then a new phenomenon in the distribution picture—the low-margin retailer. In 1957, Mr. Weiss, who is vice-president and director of special merchandising service for Doyle Dane Bernbach, New York, brought this analysis of discount houses up to date in a study published by DDB. Now he believes that rapidly changing elements in the low-margin retailing picture call for a new analysis, which he has produced in a study called 'Marketing's Stake in the Low-Margin Retailing Revolution.' Three chapters from that copyrighted study are excerpted here, with permission. Copies of the complete study are available upon request from Doyle Dane Bernbach.

By E. B. Weiss
Vice-President and Director of Special Merchandising Service, Doyle Dane Bernbach, New York

Stephen Masters, president of Masters Inc., one of the original discount houses and one of the more successful, estimated discount store values in 1960 at over $5 billion. This is, of course, a guess-estimate, and perhaps a bit biased—there is no complete list of discount outlets, and many discount outlets keep their figures confidential. Moreover, it is really quite misleading to create the impression that only low-margin outlets price off list. Almost every retailer, at least periodically, cuts his margin.

In any event, that estimate of over $5 billion in 1960 volume for the low-margin outlet, even if it over-states the case by a billion dollars, clearly underscores the fantastic growth of true low-margin outlets. If it is a reasonably accurate figure, it would mean that, in 1960, the low-margin outlet had achieved a dollar volume equal to about *one-third* of total department store sales! Since the low-margin outlet really got started only after World War II, this is a remarkable achievement. . .

- The low-margin form of retailing is in a stage of not merely dynamic growth—but *explosive* growth. Without question, its jump in *dollar* volume in 1961 will make that year its year of greatest expansion to date. It may also achieve, in 1961, a greater *dollar increase* than its *total volume* in 1956—just five years ago! . . .

If we point out that the low-margin outlet in 1961 probably will move about *one-third* of all appliances (major and traffic) sold at retail—then we begin to see this outlet in its true enormous dimensions. And, if Sears' and Ward's appliance volume is removed from the calculation, then it is probable that the low-margin outlets accounted for 40% of all appliance volume!

There are some 53,000,000 families in this nation. By the end of 1961, close to 5,000,000 families—almost 10% *of all families*—will be card-holding members of closed-door discount chains. This is almost unbelievable when it is understood that the closed-door discount chain, as it exists today, really is not much over five years old!

When all low-margin outlets are lumped together, it is entirely probable that *one out of four families* shops in these outlets in 1961 with some regularity. This, too, is an amazing achievement.

Sees Appliance Industry Selling 90% of Volume Off List in 1961

In some merchandise classifications, the low-margin outlet will probably account for close to 50% of the nation's total volume! Toys would be an example—there is little doubt that nearly 50% of the toy industry's total volume will be moved through low-margin outlets in 1961. Moreover, and this certainly underscores the marketing significance of the discount outlet, all other major retailers—department stores, mail-order chains, variety chains, drug chains, food chains, etc.—have been compelled to meet the low-margin outlet's prices on toys. As a consequence, the toy industry will be moving perhaps 90% of its total volume in 1961 at prices that are *off list!*

This has happened also in appliances—both traffic and major. It would be reasonably correct to conclude that something like 75% of the total volume on appliances in 1961 will be priced off list! And the actual figure may be much higher.

- In one merchandise classification after another, this same situation either has happened, is happening, or is about to happen. The phonograph record industry is clearly caught up in this situation. Even such a category as foundation garments finds that the low-margin outlet may account, in 1961, for about 10% of its total volume—and from 15% to 20% of total volume on certain types and price lines of foundation garments. Moreover, several manufacturers in this classification may, in 1961, do considerably more than 20% of their volume through low-margin outlets . . .

- The early discount chains—Korvette, Masters, etc.—were primarily hard-goods chains. Today, their aim is to become at least 70% to 80% soft goods, home furnishings, food, drugs. They are even turning to old-line department store buying offices for soft-goods aid! And they have forced some food supers to curtail their soft-line selling.

The newer low-margin outlets—especially closed-door and mill chains—started out with major emphasis on soft goods; today, their object is to present a complete department store inventory—plus food.

This is the new 1961 look of the low-margin outlet—a *full-line department store*, including food and drugs. And by 1965, these low-margin outlets may have *as many full-line department store* units as do the traditional department stores! (And they will have vastly more food departments than the traditional department stores.) . . .

Low-Margin Outlets to Rival Top Department Stores in Floor Space

Right now we would like to make the point that, by 1965, the low-margin outlets will have at least 500—at least 500!—store units with from 100,000 sq. ft. to 200,000 sq. ft. of floor space, which will be stocked with an inventory capable of supplying almost *all* the wants of our affluent society. This will give them a *larger total* floor space than the 800 also-ran traditional department stores—and will bring them within hailing distance of the total floor space of the 200 top department stores!

- Dynamic progress of that kind, by a new *low-margin* retailer, must inevitably shake the world of marketing right down to its toes. *And it will.*

Too many marketing men *still* think of the low margin outlet in terms of hard goods. This is like thinking of the food outlet in terms of food, the variety outlet in terms of 5 and 10-cent merchandise, the drug outlet in terms of drugs. . .

- The president of National Bellas Hess, which operates closed-door low-margin outlets under the GEX name, stated that "We now carry everything from aspirin to automobiles." (Apparently, GEX has made arrangements with auto dealers so its card-holding members can receive a special discount.)

These outlets will make astounding gains in food. Almost every new department-store type store opened by low-margin retailers now includes a *large* food department. They will also make astounding gains in drugs—the drug chains are opening leased departments rapidly in the low-margin outlets.

Incidentally, the newer low-margin outlets lean *heavily* on the leased department; the older discount outlets are now turning to the leased department.

- The low-margin outlets are exerting a major impact in areas where they have bunched their stores. For example, Houston, Texas, will have some 15 large new low-margin stores ringing the city by the end of 1961. Traditional chains in that area report tumbling volume. Somewhat the same situation is developing around Boston. In one city after another, by 1965, they will control a *substantial* percentage of total retail floor space. Moreover, their stores will be in top locations; the stores will be completely modern—and they will be full-line department stores.

- Incidentally, some owners of closed-door discount chains insist that they are not a discount store. For example, a vice-president of GEM Inc., Washington, makes the point that it is not a discount store. It contends it is not a discount store because it does not sharpshoot at prices. It doesn't move a particular price up and down. It does not engage in newspaper advertising. It asserts it has found a way to operate at a much lower cost than conventional stores and it insists it should pass these savings on to member-customers in the form of a lower price. Once having established its price, *it leaves these* *prices alone*. In short, it doesn't discount. But it *is* low-margin retailing.

And this is the *crux* of this new marketing situation.

The low-margin outlet is, indeed, a low-margin retailer. The National Retail Merchants Assn.—which, since it represents department stores, wasn't too pleased to report what follows—studied some closed-door discount chains in the West and found their average margin was between *22% and 24%!* This is remarkable—bear in mind that the food super today requires a 21% margin *on food!* Also bear in mind that department stores, variety chains, drug chains require a margin of from 30% to 40% (and higher)—the department store figure is in the area of 37%. The Fed-Mart closed-door chain claims its margin is under 18%.

Low-Margin Retailers Getting 100% to 1,000% Return on Investment

Yet, despite its low margin, the low-margin outlet manages to show an extremely high return on investment—the true guide to store performance. No other mass retailer equals its performance. GEM, one of the big closed-door discount chains, reports a 30% to 35% return on investment. (GEM leases almost all departments and declares that it can open a 100,000-sq.-ft. unit for an unbelievably low investment of $125,000—which is another staggering element in this retail revolution.) In general, the low-margin retailer shows a percentage return on investment that is from 100% to 1,000% larger than that of most traditional department stores and most traditional chains (with a few notable exceptions such as J. C. Penney).

The low-margin outlet is now being invited into some shopping centers from which it was formerly barred. However, more important, some of these low-margin chains are now big enough to open their *own* shopping centers. Korvette, for example, will be opening a 42-acre shopping center near Trenton, N.J. Korvette will have three of its own stores on the site—a department store, a furniture store, and a super market. The three stores will total about 300,000 square feet—making the threesome about as large as all but maybe a dozen of our largest department stores.

That trend toward shopping centers owned by low-margin outlets will move ahead fast. These will be strikingly *new types* of shopping centers and will include huge amusement areas, because the low-margin outlet is bringing fun back into shopping . . .

■ The low-margin outlet has come of age. It is now an adult.

But it is a *young* adult.

It will stub its toes. It will make serious errors. It will, is some instances, over-expand. In other instances, it will accumulate too much overhead—which may be true right now of several of the older discount outlets.

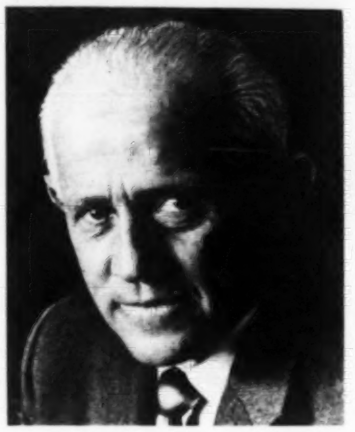
But it is on the march—and it is marching not merely double-time, but *triple* time.

And it has made such tremendous progress that the older forms of retailing are no longer able to view its progress with equanimity. To the contrary, practically every major retailer in the country right now is planning to meet the competition of the low-margin outlet. Even Sears is opening an "outlet" store as a test, despite its tending to down-talk the discount operation. This could be the start of a new form of low-margin retailing by Sears. And chains that are not opening discount outlets are turning to trading stamps as a competitive substitute.

The food chain, the drug chain, the variety chain and the department store were all turning in an extremely poor net profit percentage and an even poorer return on investment—*before* they had to compete with the two new types of discount chains. This has been particularly true of the new one-stop store units of the traditional chains. The older chains simply do not know how to merchandise many of their new merchandise categories profitably—even at markups of 40% and more!

Yet, if they are to compete with the new low-margin outlets, they *must* take lower margins on many old and new classifications. They can't do this safely with their high costs—if they match prices with low-margin outlets, their tiny net profit will disappear.

■ As a consequence, they are planning other moves. They are no longer trying merely to meet price with price; they really *can't*. They are opening low-margin stores of their own. They are merging or affiliating with low-margin chains. They are opening leased departments in low-margin stores. They are inviting low-margin operators to open leased departments in their stores.



E. B. Weiss

All this, when toted up, clearly means not only that most manufacturers must now look more realistically at the low-margin store as an outlet—but must also take another look at their prices, their price lining, their trade discounts and margins.

We have been moving out of a *one-price* era for well over a decade. Oddly, it was advertising that presumably would establish the one-price concept for all time. But it was the pre-sold brand that made the low-margin retailing concept feasible. Today, only a minor percentage of brands are retailed under a one-price philosophy. By 1965, the total will be much smaller.

.Moreover, trade margins will be re-examined. After all, a brand that moves with a *minimum* of effort at retail does not require the trade margin that was established when that brand needed—and got—*specialty* selling of a high order in the retail store.

Weaknesses of Department Stores, Chains Invite Low-Margin Retailing

The big weakness of the established department stores and chains stems from the fact that in their stores, they did less and less intelligent selling, less and less merchandising, less and less promotion. They also permitted the manufacturer to do, not merely more and more of the pre-selling, but also more and more of the actual floor selling, of the store advertising and of the store promotion. *Yet, they have asked for larger and larger margins!*

They simply were unable to *pass on to the public* the savings made possible by the pre-sold brand and by self-service; they insisted on *larger margins* than in the era when pre-sold brands and self-service were unknown. They moved their margins and demands for allowances up and up, at exactly the time that brands were more and more strongly pre-sold and self-service was becoming paramount!

This held open an umbrella for a new type of retailing—*low-margin* retailing. And the low-margin operators moved in!

They are here to stay. They will compel other retailers to go through vast changes—and they will compel manufacturers to revise distribution programs, pricing programs, discount and margin programs.

The public is about to get more of the benefits of an era in which it not only buys pre-sold brands, but buys them via self-service and self-selection. The traditional retailer has passed on to the public more and more of the retailer's function—and has charged the public more and more for this "privilege." That, too, held open an umbrella for a retail concept that would "pay" the public when the public performed traditional retail functions.

Closed-Door and Mill Chains Spearhead Low-Margin Retailing Changes

It is odd to talk of "old" and "new" groups of low-margin retailers. After all, low-margin retailing, in its present-day forms, is really a development of only the last decade. In 1950, the "discount house" was just emerging.

Yet, during the single decade of the 1950's, low margin retailing has moved so dynamically that the Korvette's, the Master's, the Polk Bros. have become the *oldsters*, and the GEM's, the GEX have become the *newer* forms.

This is not said to disparage the older discount houses. They are old only with respect to their newer discount rivals. In almost every other respect, they continue to display all of the drive of youth—Korvette, for example, is moving ahead at a remarkable pace.

In 1961, Korvette will open four new department stores. *Each* will boast floor space of 240,000 square feet, bigger than the largest stores being built by Sears, Ward's, and larger than 90% of department store branches. Korvette now has 12 discount department stores in addition to some smaller specialty operations . . .

Low-Margin Retailers Will Force Manufacturers to Re-Shape Marketing

Between them, the older and the newer forms of low-margin retailing are, today, rolling up a total volume that makes them potent factors on the retail scene. Early in 1961, there were probably well in excess of 2,000 discount store units of all types (insofar as it is possible to clearly identify a discount store). By the early part of 1962, there will be perhaps 2,400 of these low-margin outlets of all types. This will represent, in one year, an increase of about 25% in store units. But, since then, new stores will tend to run between 50,000 square feet and 150,000 square feet, the increase in floor footage will be on the order of perhaps 35%.

■ It is probable that, by the early part of 1962, those 2,400 low-margin store units will be moving merchandise at *an annual rate of over $4 billion!*

That $4 billion would represent a low-margin volume equal to about *one-third* of total department store volume. It would nose out the total volume of our variety chains. It would considerably exceed the volume of the drug chains. It would exceed the non-food volume of the food chains!

And it will include practically every merchandise classification from food to drugs, from beauty aids to soft goods, from hard goods to home furnishings, furniture, sports goods, etc. Clearly, retailing of this scope must have two major effects:

1. It must compel most mass retailers to reshape some of their policies and practices.

2. It must compel most manufacturers to reshape some of their marketing policies.

What Low-Margin Retailers Won't Do

This is the point where we might very well pause in order to make some necessary reservations concerning the fast-moving low-margin outlets.

1. Low-margin retailing will *not* take over *all* mass retailing.

2. Even though most of our traditional department stores and chains ~~will not~~ be able to meet discount margins of 22% to 24%, these older forms of mass retailing will continue to operate, will even continue to grow (although perhaps at a slower rate).

3. Some of the low-margin retailers, like their more traditional elders, will acquire a haunch, a paunch and a jowl. They will accumulate overhead. They will have to lift their margins. This has already happened in some instances. Whether they will *ever* require margins of 36% to 40% and more, is certainly debatable; it could happen in time. But it is reasonably certain that even those that become "soft" fastest will not get up to 36% margin for a number of years.

4. The death rate among the low-margin retailers will mount. This is *inevitable*. Amateurs are rushing in. Some are poorly heeled; shoestring operators are clearly coming in. In some areas, too many low margin outlets have been opened too fast. (This is true, for example, in several areas in California.)

5. It is possible that, over a decade or more, the present crop of low-margin outlets may no longer be low-margin retailers at all. The mail-order chains, the food chains, the drug chains, *all* started out as *low*-margin retailers. They are all *high*-margin retailers today. It is not impossible that the existing low-margin operators will go through the same cycle. But manufacturers must plan their merchandising basically for the next several years—and, for the next five years at least, the dominant development in mass retailing will be the *low-margin* requirements of these new forms of retailing.

6. Most traditional mass retailers will *try*, in various ways and in various degrees, to meet low margins with low margins. This has already happened in some merchandising classifications in department stores, variety stores, drug stores, food stores, It will happen in additional merchandise classifications in these outlets.

Thus, the $4 billion dollar total of the low-margin outlets must, at least, be *doubled* if we are to get a true picture of the scope of low-margin retailing. Perhaps it should be *tripled*.

■ In brief, more retail volume, in more classifications, is today being moved at low-margins by retailers of every description than at any previous period in the history of modern retailing!

The trend in this direction will not merely continue; it will accelerate. We are coming into an *age of low-margin retailing*—the inevitable end result of the pre-sold brand.

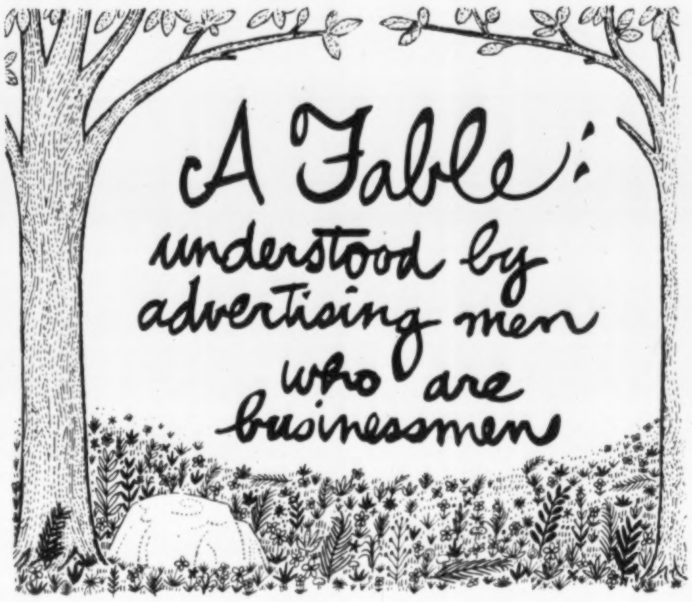
And that, too, must have a profound impact on the total marketing policies of innumerable manufacturers.

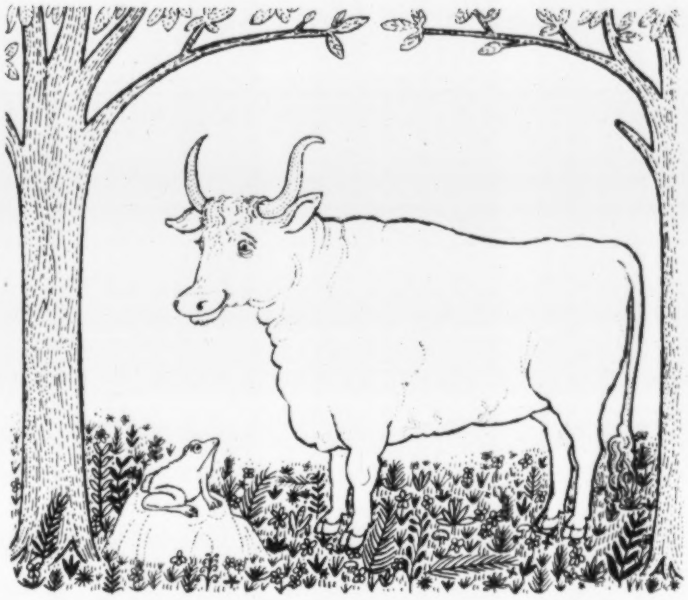
'Closed-Door' Chains Cut Costs

The "older" forms of discount retailing are well known. It is interesting to note that these older discount chains are, themselves, taking steps to meet the challenge of the newer forms. The "established" discount chains:

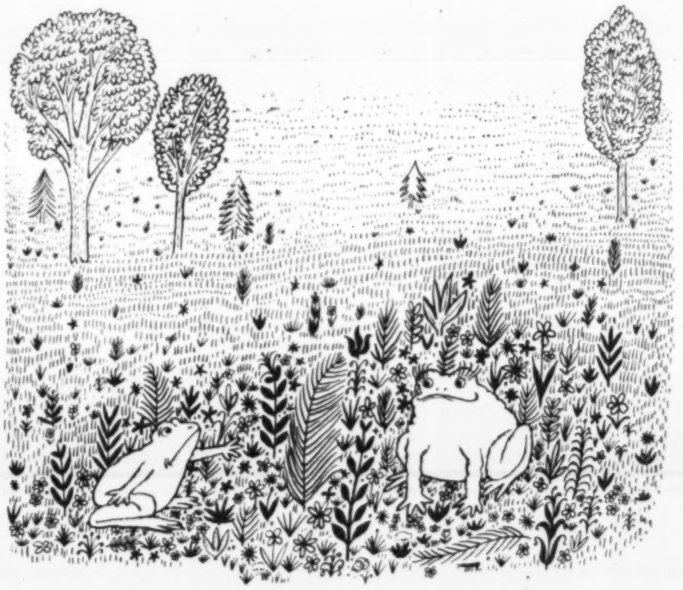
1. Are turning to the closed-door concept—a concept, by the way, which they really pioneered in a different form and then dropped (although they rarely actually charged for a membership card or limited membership to unions, etc.).

2. Are expanding by the merger route. These mergers involve both other dis-

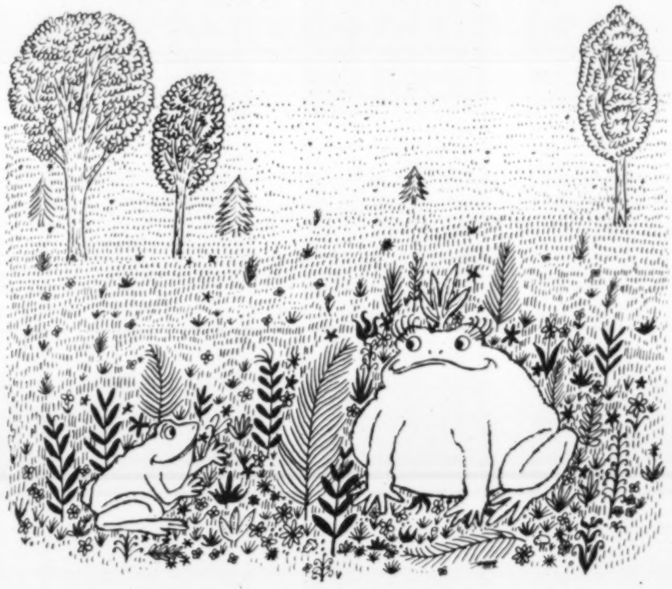




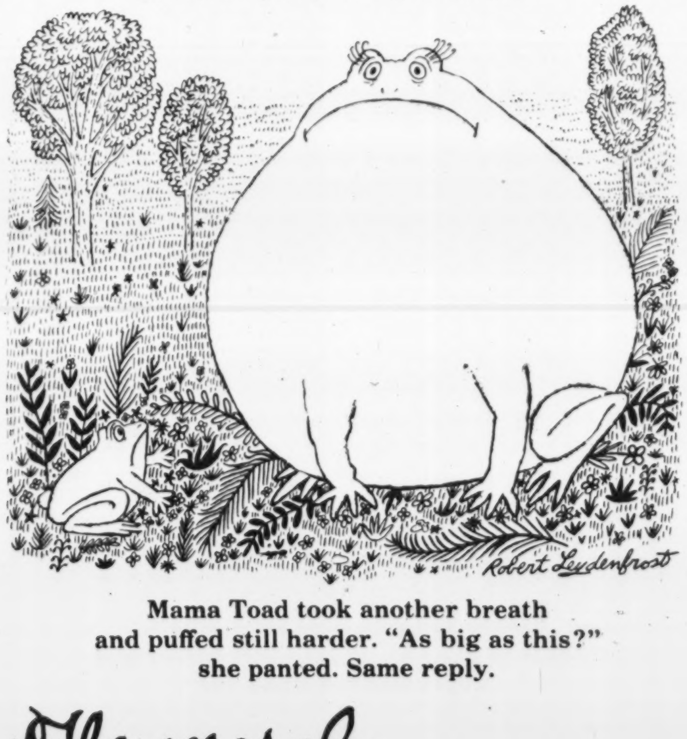
One day a baby toad came upon a huge animal. (It was only an ox peacefully grazing.) In wonderment and fear, he hopped to tell his Mama about it.



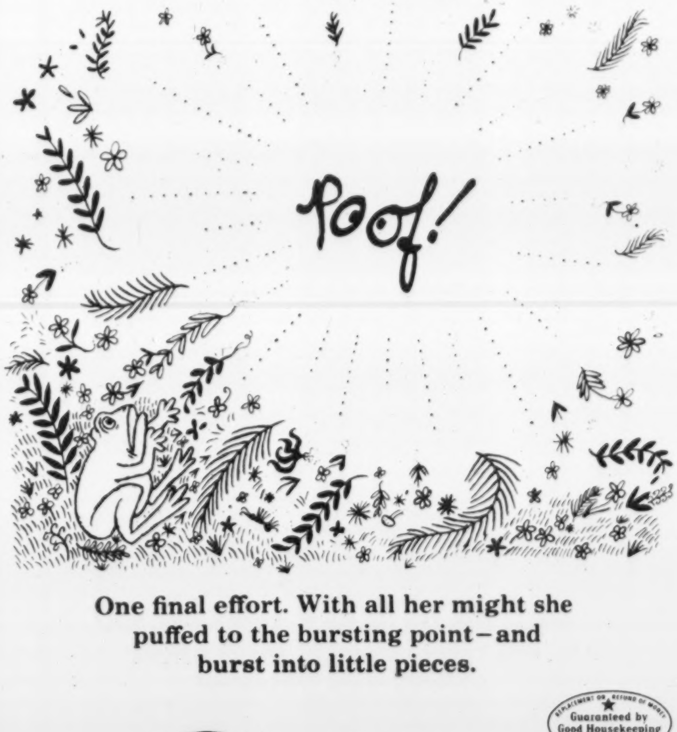
Mama Toad listened disdainfully. She was proud of her own size and didn't relish the idea of being outdone by any living creature.



She puffed herself up and asked her offspring,
"Was it as big as this?"
"Oh, much, much bigger."



Mama Toad took another breath
and puffed still harder. "As big as this?"
she panted. Same reply.



One final effort. With all her might she
puffed to the bursting point—and
burst into little pieces.

The moral: When a toad puffs to impress, she pays the penalty. When a magazine puffs to impress, it's the advertiser who pays. But not in Good Housekeeping. For a revealing new look at women readers, rates and advertising values*—call your Good Housekeeping representative.

**Nielsen Media Service #1 and latest announced rates.*

Guaranteed by Good Housekeeping

Good Housekeeping
magazine and Institute/A Hearst magazine

What They're (Really) Saying.

By W. H. Everett

"You'll just have to change the commercial—there's no little hammer in there at all!"

count chains and other forms of retailing.

The *newer forms* of low-margin retailing involve primarily the "closed-door" retailers and the "mill" outlet. While both of these terms are pretty well comprehended, some confusion still exists with respect to each of these two new types of low-margin retailing. We offer, therefore, the following brief description of each:

The closed-door discount chain is a "membership" form of retailing. The customer buys a membership card—the usual price is about $2. (This may be an annual fee or a lifetime fee.) Presumably, only card-holding members may shop in a closed-door store. In some of these closed-door stores, the shopper must actually insert her card in a device that opens the entrance turnstile. Others unquestionably are not quite so fussy in this respect. But the majority definitely insist on the membership card.

It aspires to be, and usually is, a complete department store of a new type. It usually includes a large food department. Its stores now tend to occupy over 100,000 square feet.

■ In many closed-door discount chains, membership is limited to specific segments of the population. Some sell only to employes of the federal government; others only to employes of state, county or city governments. Some sell only to union members or to employes of specifically-listed large corporations.

Because it is a "closed door" operation —its doors closed to non-members—the closed-door chain rarely advertises in newspapers. Its advertising is usually limited to direct-mail to its members—a considerable savings in advertising costs and therefore a distinct competitive cost advantage.

Also, it unquestionably obtains a degree of shopper *loyalty* from its members that perhaps no other form of mass retailing can equal. Shopper disloyalty lifts retailing costs—so here is another low-cost advantage enjoyed by the closed-door discount chain.

The closed-door discount store enjoys still other competitive advantages. For example:

1. Government and union workers, and workers in some giant factories, are in a fixed income group, showing earnings on a continuity income basis not subject to drastic employment-unemployment cycles.

2. Because such workers generally have similar incomes and consumption habits, the store can carry a narrower, but deep assortment of merchandise, primarily in the popular-priced category, thus maintaining rapid turnover and lower rate of markdowns.

3. The economic solidarity of this customer group is such that extension of credit and check cashing services can be offered with less than normal risk.

Now, let's turn to the mill chain.

Mill Chains Use 30% Concessionnaire

While the closed-door concept was getting off the ground on the West Coast, the "mill" chain, another type of low-margin operation, was getting started on the East Coast. (Interestingly, it is spreading west while the closed-door is spreading east—and, before long, these two types of chains will meet head-on. The "mill' store is so called because it actually started in abandoned New England textile mills.

■ These low-margin chains started primarily as soft-goods outlets—but now are branching out into much the same categories as the closed-door outlets. (Their turnover on soft goods averages a remarkable *14 times* annually—a figure that the variety chains, for example, on their soft goods, cannot even approach.) Today, their dollar sales mix would be, roughly 70% soft goods—30% hard goods. In soft goods, their emphasis is on women's and children's apparel.

Their gross margins range between 20% and 30%. That would be substantially under the margins of the traditional chains and department stores. It has been estimated that their selling prices for comparable soft goods lines are about 15% lower, on the average, than established competitors.

Their new stores are modern in every respect. They tend to hover around the 100,000 square-foot mark. Their competitive threat to established merchants is underscored by the fact that, when two of these mill stores opened near a large Massachusetts suburban shopping center, volume in the shopping center fell off by some 30%!

■ The mill store, like the closed-door store (the mill store does *not* use the paid membership concept) leans heavily on the leased department operator. Overall, perhaps 30% of total dollar volume in the mill chain is done by concessionaires—with the individual figure running from 10% to well over 50%. Moreover, as the mill stores add more non-soft-goods departments, these departments tend to be leased.

The mill stores (like the closed-door stores) are essentially self-service; even shopping carts and turnstiles are used in some. Because of self-service, their wage costs tend to total a low 6% to 8% of sales—which would be on the order of one-half to one-third the payroll cost in department stores. This, plus their high turnover rate, are two competitive weapons which enable them to give established mass retailers virile rivalry.

Even some manufacturers are opening discount chains. For example, Spartan Industries is a popular priced apparel manufacturer. It is a leading manufacturer of low-priced apparel for men, women, and children. It recently entered the retail field through the establishment of two discount centers. Further expansion in this direction is anticipated in the near future and this venture could become comparable in size to its appaarel manufacturing business.

■ Each unit carries the name of Spartan Department Store. They will average 75,000 square feet in size and are expected to attain sales of $4 million per unit. The establishment of the stores is similar in operation to many other chains as neither the land nor the buildings are owned by the company. Both are leased and, therefore, the operation can be initiated and carried through to completion with a minimum cash outlay. It is anticipated that 20% or 25% of the products sold by these outlets will be manufactured by Spartan Industries. Lines by other manufacturers will also be displayed and a portion of each store will be leased. Both soft and hard goods will be sold.

New Developments in Discount Area

Here are some additional straws in the discount wind:

• C. D. Kaufman, president of Kay Jewelry Stores, Washington, D. C., had this to say: "Alert to the vast merchandising changes that are currently developing, and after considerable study, it was concluded that it would be advantageous to the company, in the long run, to enter the field of the so-called discount department stores that are currently opening all over the United States. From published figures, we know that they have done billions of dollars worth of volume during the past 12 months; therefore, we felt it incumbent to be certain we were not missing the advent of a new merchandising vehicle."

• Embarking on an aggressive campaign to enter the retail discount field, Franklin Stores Corp. acquired Barker's, Inc., in Connecticut.

"Franklin's future lies in discounting," Albert Rubenstein, president of the 179-store women's and children's apparel chain told Fairchild News Service. . .

• Arthur Rubloff & Co. is one of the nation's foremost developers of shopping centers. Zayre Corp. is a New England based soft-goods discounter. Eagle Foods is an aggressive Illinois-Iowa food chain. All three have gotten together for the construction of a 120,000-square-foot shopping center to open on a 12-acre tract at Lincoln Hwy., U.S. 30 and Western, in the Greater Chicago area. The Zayre unit will occupy 60,000 square feet while Eagle will be alongside with a 22,500-square-foot super market. The remaining footage will be occupied by drug and variety stores, a restaurant, and a gasoline service station.

• Another developer is planning to open a center with a 180,000-square-foot unit, Korvette unit, an 80,000-square-foot J. C. Penney unit, and a 40,000-square-foot unit for F. W. Woolworth Co. When completed, this center will contain about 500,000 square feet of retail space.

This is a fascinating development—Korvette, Penney and Woolworth actually bedding down together in a shopping center!

• National Bellas Hess, Inc., was weighing plans for two more Government Employes Exchange (GEX) closed-door stores in addition to three additional units already under construction last spring.

Each of the three GEX stores in operation in early 1961 was running at an annual volume rate of $8 million to $10 million, the president disclosed. The Oklahoma City unit has approximately 51,000 members, the Atlanta unit 39,000, and the Norfolk store 40,000 members.

For the six months ended January 31, 1961, the first half of National Bellas' fiscal year, GEX accounted for about 15% of the firm's net earnings of $863,000. Only two or three currently operating GEX stores were in business throughout the entire six month period.

While there is no definite number of units set for the GEX expansion program, the president said, if the present rate of store openings continues, this subsidiary could account for about 50% of the parent company's earnings in three or four years.

• A sidelight on the GEX operation is that the stores are operating in the black almost from the point of opening. The membership fees received during the first 60 days are practically enough to wipe out the pre-opening expenses, the president said. . .

• News reports such as those just quoted are appearing in the press regularly.

Clearly, the low-margin retailers of all types are stepping as high as a major-domo!

They will, in some instances, stub their toes. They will have their problems. They are even now becoming so numerous that they are beginning to compete *with each other* as well as with traditional retailers.

But there is no question that they are finally ushering in an era of low-margin retailing that will be of so large a dimension as to compel innumerable manufacturers to re-study major areas of their marketing policies.

Low-Margin Retailers Aim for Non-Merchandising

Traditionally, retailing has looked to the *merchandising* function for its net profit. But now—the giant retailer is beginning to find that other sources of income can become exceedingly attractive. These "other" sources of income are *non*-merchandising sources.

In at least a few sizable traditional retail organizations, the non-merchandising function will contribute, in 1961, from 10% to 20% of the total net profit!

Will non-merchandising some day account for 50% of total net profit for some large retail organizations? It surely will —and that day is not 'way off in 1975 or even off to 1965. In fact, it is here right now—because the closed-door discount chains account, in some instances, for almost 100% of their income from non-merchandising functions.

The number of large retail organizations in which this will happen will multiply—rapidly! It will become a *competitive* necessity. *Discount chains* with large non-merchandising income will compel *other* large retailers to follow suit.

Ultimately, the *non*-merchandising functions will contribute a larger percentage of the total net profit of an *increasing number* of giant retailers than

CONTINU

How many black & white pages will $139,680 buy in

GOOD HOUSEKEEPING
35,720,000 IMPRESSIONS
7.6 PAGES

WOMAN'S DAY
37,950,000 IMPRESSIONS
6.9 PAGES

AMERICAN HOME
32,625,000 IMPRESSIONS
8.7 PAGES

If "repetition builds reputation," as we have long been told, then continuity should be the lifeblood of any advertising schedule.

At Redbook we not only believe in continuity, we *provide* it. For instance, $139,680 will buy a full year, 12-page schedule in Redbook as against 7.6 pages in Good Housekeeping, 6.9 pages in Woman's Day and 8.7 pages in American Home.

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If you want your money to go further, and reach deeper into the Young Adult market, say it in Redbook—again and again and again. More and more advertisers are doing just that. 74 new ones so far in '61! SOURCE: SRDS

CONTINUITY

How many black & white pages will $139,680 buy in

REDBOOK
41,400,000 IMPRESSIONS
12 PAGES

REDBOOK
the Magazine for Young Adults.
Circulation base—3,450,000.
Another exciting publication of the McCall Corporation,
230 Park Avenue, New York 17, New York—
and Chicago, Los Angeles, San Francisco, Boston.

will the *merchandising* functions.

The head of one closed-door discount chain underscores its non-merchandising role in this way: "We operate something like a shopping center. We are *landlords and management consultants,* although we obtain the rights to *control personnel and costs within each department."*

Get Income from Closed-Door Memberships, Concessionaire Rentals

The closed-door chain's income from memberships furnishes a cash flow of enormous importance. Thus, one closed-door discount chain reported total memberships in six stores of 370,000! It charges a $2 membership fee. On an annual basis, this represents a cash flow of some $740,000! *And that, in turn, would represent the net profit on gross volume of a food super chain of no less than $74,000,000!*

In the case of variety chains, drug chains and department stores, the comparative figure would be equally startling. With this cash flow, there is not too much difficulty in opening one store after another. This is low-cost money-management of an extremely high order—and *money* management today is, if anything, *more* important in modern mass retailing than *merchandising* management!

■ In addition, there is another source of cash flow, for the closed-door chain and for many other discount chains—income from rentals to concessionaires. In many instances, concessionaires pay several months' rent *in advance.*

Add cash flow from memberships to cash flow from payments on rentals—and it is clear that the closed-door discount chain enjoys a money-management competitive advantage that poses real problems for traditional, high-cost chains and department stores.

That is a phase of non-merchandising operation that is relatively new. It is bound to compel other mass retailers either to find parallel sources of non-merchandising income, or to find other sources of non-merchandising income, or to strengthen their present sources of non-merchandising income. Very likely, all three approaches will be used by most traditional mass retailers because, very clearly, the retailer with the largest non-merchandising income enjoys a powerful competitive advantage.

More Profit, Less Risk in Real Estate Income for Retailer

In an editorial *Chain Store Age* remarked:

"Chains that go into the shopping-center development business usually do so primarily to lock up desirable sites for their own stores.

"As they get into the complex real estate operation, however, they can lose sight of the prime objective. So far as the shopping-center development is concerned, the chain runs a risk of becoming a *developer* first and a *retailer* second."

If the current thinking of some giant retailing management executives is correct, this editorial observation misses a fundamental point, to wit: There may not only be *greater net profit* for the large retailer as a real estate promoter than as a merchant—there may also be *less risk.*

■ Mass retailing's net profit percentage from inventory turnover tends to be microscopic; moreover, it simply cannot be *dramatically* increased But a successful real estate promotion can throw off a handsome net on the invested dollar.

Right here is the genesis of the retail move toward non-merchandising income. Inventory turnover no longer offers *dynamic* net profit growth; but non-merchandising functions are fully capable of juicy net profit growth.

This same chain-store trade publication remarked:

"Developing your own shopping centers may be the best solution for some chains in certain situations, but it is probably still true that the money and effort a retailer puts into bricks and mortar could be more profitably utilized in merchandise and merchandising."

Some giant retailers currently dispute that conclusion. More—and still more—giant retailers will dispute that conclusion. And the low-margin chains, with their brilliant exploitation of new *and* old non-merchandising sources of income, will prod the established mass retailers toward real estate and other non-merchandising functions.

Giantism in *any* field ultimately leads to a mounting emphasis on real estate, on securities, on corporate maneuvers, on tax factors. This has been true of *manufacturers.* It is now becoming true of *retailers.*

Finance Surpassing Merchandising as Retail Management Skill?

Indeed, it is entirely probable that, more and more, the top heads of these giant retail organizations will be selected more for their knowledge of real estate procedures, taxes and corporate securities than for their retail merchandising knowledge.

There is every reason to expect that the investment banker, the real estate consultant, transportation and warehouse experts, the financial consultant (as well as assorted security market specialists) will play increasingly important roles in the policies of giant retailers. This will hardly raise the importance of the merchandising functions of these organizations.

As more of the retailer's total dollar went into real estate, warehousing, financing, taxes and other non-merchandising functions, it was inevitable that these requirements would, in time, challenge the traditional spot of merchandising as the prime focus of retail executive attention. This, in turn, required changes in the organizational blueprint—changes that inevitably down-graded the merchandising function from its former dominant spot on the organizational chart.

When top retail management concerns itself increasingly with non-merchandising functions—then this attitude must, inevitably, be reflected right down the executive line. And, in some large retail organizations this is happening—right now.

■ The management of *finances* is becoming more important, to some retail giants, than the management of *merchandising.* The promotion of *real estate* is becoming more important than the promotion of *merchandise.* The acquisition of *other companies* for corporate profit is becoming more important than the acquisition of merchandise for resale. Naturally, the executives responsible for these non-merchandising functions move up on the organizational chart.

The capital requirements of large retail businesses are now a prime problem. Expansion objectives and the cost factor combine to bring this about. The mass retailer who does a superb job of merchandising but a mediocre job of financial management will not move ahead fast.

Of course, our retail giants have been getting a growing percentage of total net profit from a spreading variety of allowances. At least some large retailers earn a larger net profit from allowances than from floor merchandising.

But allowances are by no means the largest single source of non-merchandising income for giant retailers. *Other* and *newer* sources of non-merchandising income are beginning to assume respectable totals in the net profit figures of some big retailers. Some of these other sources provide retail giants with a larger non-merchandising income than all allowances combined!

■ For example, there is the growing practice among some large retailers of buying up other organizations (not necessarily retail) with an attractive tax loss position. One drug chain bought out an apparel chain which was attractive because it had a $5 million tax loss. This might be called the corporate route—pieces of paper, in the form of an exchange of securities, become important sources of income. This means that corporate or financial management, as distinguished from merchandising management, may be destined to become more important in the management functions of more large retailers—and, of course, this is already the case in a number of instances.

One of the giant food chains, in a report to stockholders, states that its real estate subsidiary—which builds complete shopping centers—is now the *largest shopping center developer in the nation!* Isn't it reasonable to conclude that some of the chief executive officers of this food chain may spend as much time in *real estate* as they do in merchandising?

Incidentally, this same food chain reported that approximately 10% of its net profit for the last fiscal year came from "other sources." This is a healthy percentage of total net profit—and it is obvious that "other sources" means sources other than the merchandising function but not including allowances.

It would not be astonishing were this same food chain to report, say in two years, that 20% of its total net profit comes from "other sources." And since these "other sources" would not include allowances, it is clear that when allowances are added to "other sources," as should be done—(allowances definitely are *not* merchandising)—then this food chain may soon be getting the *major share* of its total net profit from non-merchandising functions.

■ A small drug chain builds office space above some of its store units and rents this space to doctors as a professional building! The office space rental may challenge the net profit on operations of the store!

And yet, another example involves the growing practice by some large retailers of setting up subsidiary organizations to service other retailers. In the food field, for example, several food chains have set up subsidiaries to centralize the non-food function. In a few instances, these non-food subsidiaries are actually servicing other food retailers as well as their own stores; they are becoming a new form of service jobber.

Clearly, this will, in time, provide a new source of income that is not what tradition would define as a *retail merchandising* source of income. Certainly this income does not come from the movement of merchandise on the floor of the stores of the parent retailer.

Right here is the basic point involved. For generations, the basic—*if not the exclusive*—source of net profit for the retailer came from the movement of merchandise *on the retail floor.* Manufacturers' trade margins have been premised on this function. Now this situation is in the process of change.

■ The development of the holding company concept in mass retailing—which is a strong trend—involves corporate maneuvers that can throw off extraordinarily large net profit primarily through the exchange of pieces of paper. This is a non-merchandising function.

The leased department represents non-merchandising income. It is currently enjoying a substantial boom in most major

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Salesense in Advertising . . .

High-Priced Merchandise Deserves Quality Advertising

By James D. Woolf
Advertising Consultant

It has always been my notion that high-priced merchandise should be promoted with quality advertising. The product should be associated with good-looking people, things and places. Cadillac does it and so does Hathaway shirts. So do nearly all smart advertisers of quality products. Harvey Probber furniture is top-quality furniture appealing to people with good taste and plenty of money to buy the services of interior decorators.

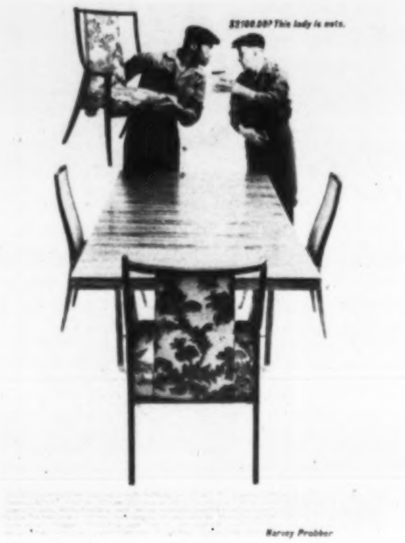
James D. Woolf

The Probber ad shown here, which appeared in one of the interior decorator magazines, is totally lacking in quality appeal. Note the headline: "$2,100? The lady is nuts."

I don't know what it means unless the movers think the price is absurdly high. The first line of the copy says, *"You should have heard the mover who uncrated the Modigiliani. Oh, well."* The remainder of the copy makes no reference to the headline and the mover's remarks.

■ The body copy is excellent and describes the furniture in detail. It is too bad this excellent piece of informative copy is prefaced by such a ridiculous headline and illustration. The copy goes as follows:

"This under-priced Probber table is made of a slab of mated rosewood, 40x80". Insert two 16" leaves and the grains still match perfectly; a glance doesn't detect separation. As for the satin luster of the wood, Harvey Probber achieves it with an astonishing machine called the human hand, sanding, scrubbing, rubbing for 10 days. The table base is solid brass and mahogany; the cane-backed side chairs are ebony-finished mahogany, the upholstered chairs are solid mahogany; the price-tag, paper. There are companion wall cabinets, breakfronts and commodes, too; all made so well you can will them to your grandchildren intact . . . Harvey Probber." ≠



STARTING OCTOBER 1

The Daily Oklahoman's locally edited Sunday Magazine Orbit

GOES GRAVURE!

Starting October 1, full color rotogravure magazine reproduction will be available to national and regional advertisers in "Orbit," the Sunday magazine of The Daily Oklahoman.

Since 1948, this locally edited Sunday magazine, locally printed by letterpress, has been a top reader attraction throughout Oklahoma. In its new dress . . . dynamic, fresh, sparkling in magnificent colorgravure . . . it will be a completely different Sunday magazine for Oklahoma and a better-than-ever climate for advertising.

No outside major Sunday newspaper supplement has penetrated Oklahoma as much as 2%. No general magazine provides as much as 12% coverage of the state. The Daily Oklahoman's "Orbit" covers 71% of the urban households in Oklahoma City's retail trading zone, 65% in the 58-county Greater Oklahoma City Market, and 32% of the entire state.

Deadline for the first issue is August 25. For information about rates, deadlines, and space reservations, call the nearest Katz Agency office or General Advertising department, The Daily Oklahoman, Oklahoma City —Area Code 405, CEntral 2-3311, Extension 335.

Largest Sunday Circulation in the Entire Southwest

Six months average, A.B.C. March 30, 1961	**254,526**
June 1961 average, Subject to A.B.C. audit	**255,675**

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Representative: The Katz Agency, Inc.

chains. It is a non-merchandising income for the retail landlord because the merchandising is done by an outsider.

Manufacturing, Warehousing Become Source of Income for Retailer

Retailers are going into manufacturing. This promises to become a powerful trend, particularly as giant retailers concentrate on their own brands. Profits from the *manufacturing* operation are *not retail* merchandising profits. So here is another source of non-merchandising income for a retail organization.

The store-controlled brand, in still other of its aspects, provides non-merchandising income. Since the store-controlled brand is, right now, being almost feverishly expanded by large retailers, it promises to become a substantial contributor to non-merchandising income. (In some instances, retailers will sell their controlled brands to non-competing outlets—this, obviously, will throw off net profit that cannot be classified as *retail* merchandising profit.)

The wholesale-warehousing function performed by many retailers is not a *retail* merchandising operation, strictly speaking. It is only indirectly related to the movement of merchandise on the retail floor. In some instances, this function is lodged in a subsidiary organization which means it receives its own accounting analysis. So here too is a source of non-merchandising income.

Credit retailing involves financial aspects that are not strictly retailing merchandising. The trend is for retailers to form a credit financing subsidiary. Since all mass retailing is turning to credit, the astute management of the financial aspects of the retail credit function is expected to throw off a net profit *apart* from the merchandising operation. (Department stores were recently urged by a store controller to separate income from credit operations from other income because it has become a *major source* of income in some departments, yet it never has been separately accounted.)

■ In 1958, May Department Stores Co. established the May Stores Shopping Centers, Inc., a wholly owned real estate subsidiary, to which it transferred ownership of present and future May shopping centers. Future expansion in particular is to be financed principally through this new wholly owned real estate subsidiary. Stockholders were told:

"It is contemplated that ownership or control of various present and future suburban shopping centers and single store properties will be transferred to the subsidiary. It will hold or control stores leased to The May Department Stores Co. and stores leased to other tenants in May shopping centers. New construction of stores and shopping centers will be financed primarily by loans on these properties.

"The new real estate subsidiary will also provide a more precise and convenient method for our management to separate our retail store operations from our real estate operations and financing."

The hands-off attitude of many merchants with *respect to real estate operations* was labeled an "illusion" by Frank Clark Jr., vp of May, in a talk before the New York Society of Security Analysts.

■ Mr. Clark said: "Many retailers say: '*We are merchants—not* real estate men—and, therefore, will not invest in brick and mortar.' We feel that this attitude is an illusion . . .

"*A department store operator is in the real estate business whether he likes it or not.* We happen to like it, and as a result of our real estate policies, we are very substantially adding to the value of our stock for our stockholders."

Mr. Clark referred in this talk to the recent organization of May Stores Corp., with departments for negotiation, construction, property management and research.

"In the last 10 years, the major population shifts both within and between metropolitan areas *have created a constantly increasing real estate opportunity for the department store operator,*" Mr. Clark stated.

The head of Food Fair stated that real estate is the *number one* requirement of successful food super operation!

Trend Is to Big Expansion, Requiring Big Financing

The J. L. Hudson Co. owns Shopping Centers Inc., which in turn owns two huge centers now operating and which will ultimately own four giant centers. That should provide substantial non-merchandising income.

Three of Chicago's large retailers developed and operate a suburban shopping center. The $18 million project in Mount Prospect, about 29 miles northwest of the Loop, is owned equally (via the formation of the Randhurst Corp.) by Montgomery Ward & Co., Carson Pirie Scott & Co., and Wieboldt Stores. Here we see an indication of the innumerable forms that real estate development by large retailers will take.

The race to build retail volume was never so swift. And, over the next three to five years, its present swift pace will be considerably accelerated. But expansion is *no longer* to come primarily through *merchandising*—expansion is to come through acquisition, through merger, through such corporate developments as the holding company.

Expansion must be financed. *Big* expansion demands *big* financing.

■ And expansion by our retail giants will be big: *very* big.

Consequently, the management of finances *in total* becomes a major preoccupation of giant retailers. One manifestation of this fundamental requirement is the establishment of accounts receivable subsidiaries—a non-merchandising function.

However, even more important is the entire range of functions in retailing that come under the head of "financial management"—a non-merchandising subject. The expansion era of retailing puts a premium on the management of finances such as retailing never before contemplated. *A good banking connection may be more important than good suppliers!*

Given a choice between astute *financial* management and astute *merchandising* management—and there is little doubt that the giant retailer whose management of *finances* is tops will run competitive circles around the giant retailer whose *merchandising* is tops.

Management attention necessarily gravitates toward the major management problem. Today and tomorrow, in giant retailing, the major management problem will revolve around the management of finances, *not* around the management of merchandising!

This does not imply that merchandising is to be neglected. But it does suggest, indeed it *dictates*, that merchandising be delegated to a secondary position.

And this, in turn, means secondary not only to the management of money—but also secondary to the management of real estate; and secondary, too, to the collective host of other non-merchandising functions that we have charted.

Allowances Big Income Source

Then there is the matter of allowances—a substantial source of non-merchandising income.

It is impossible to compile a complete list of the allowances giant retailers get. But the following very incomplete list is long enough to make self-evident the flight of large retailers from their traditional merchandising functions:

1. Cooperative advertising allowances.

2. Payments for interior displays including floor fixtures, shelf-extenders, dump displays, "A" locations, extra facings, aisle displays, overhead banners, general promotional cooperation, etc.

3. Payments for window display space—plus installation costs.

4. P.M.'s for salespeople.

5. Contests for buyers, salespeople, etc.

6. Allowances for a variety of warehousing functions.

7. Payments for seasonal inventories.

8. Demonstrators.

9. Label allowance.

10. Coupon handling allowance.

11. Free goods.

12. Guaranteed sales.

13. Local research work done through retailer.

14. Delivery costs to individual stores of large retailers.

15. Payments for mailings to store lists.

16. Liberal return privileges.

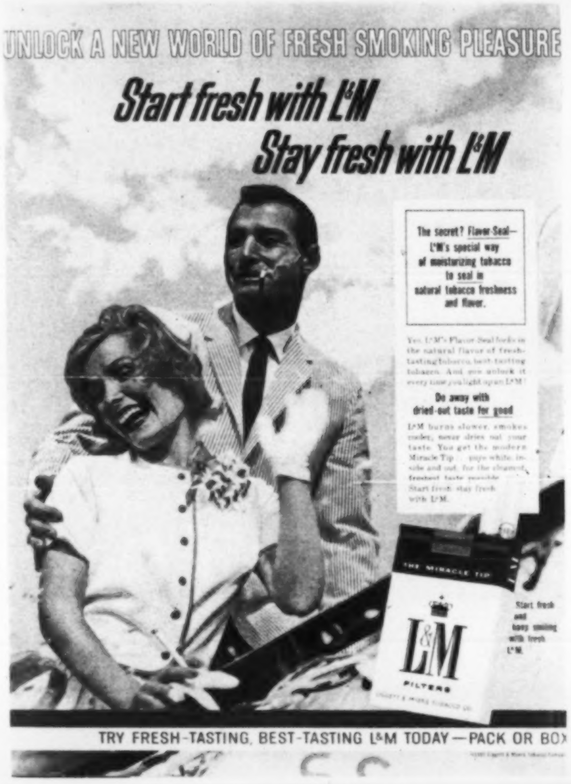
17. Contributions to favorite charities of store personnel.

18. Contributions of infinite variety to special store anniversaries and to store openings. (The great hoopla at the opening of giant new stores is largely financed by manufacturers, brokers, sales agents, wholesalers.)

19. Payments for use of special fixtures

The Creative Man's Corner . . .

L&M in Wonderland



UNLOCK A NEW WORLD OF FRESH SMOKING PLEASURE

Start fresh with L&M

Stay fresh with L&M

The secret? Flavor-Seal—L&M's special way of moisturizing tobacco to seal in natural tobacco freshness and flavor.

Do away with dried-out taste for good

THE MIRACLE TIP

L&M FILTERS

Start fresh and keep smiling with fresh L&M.

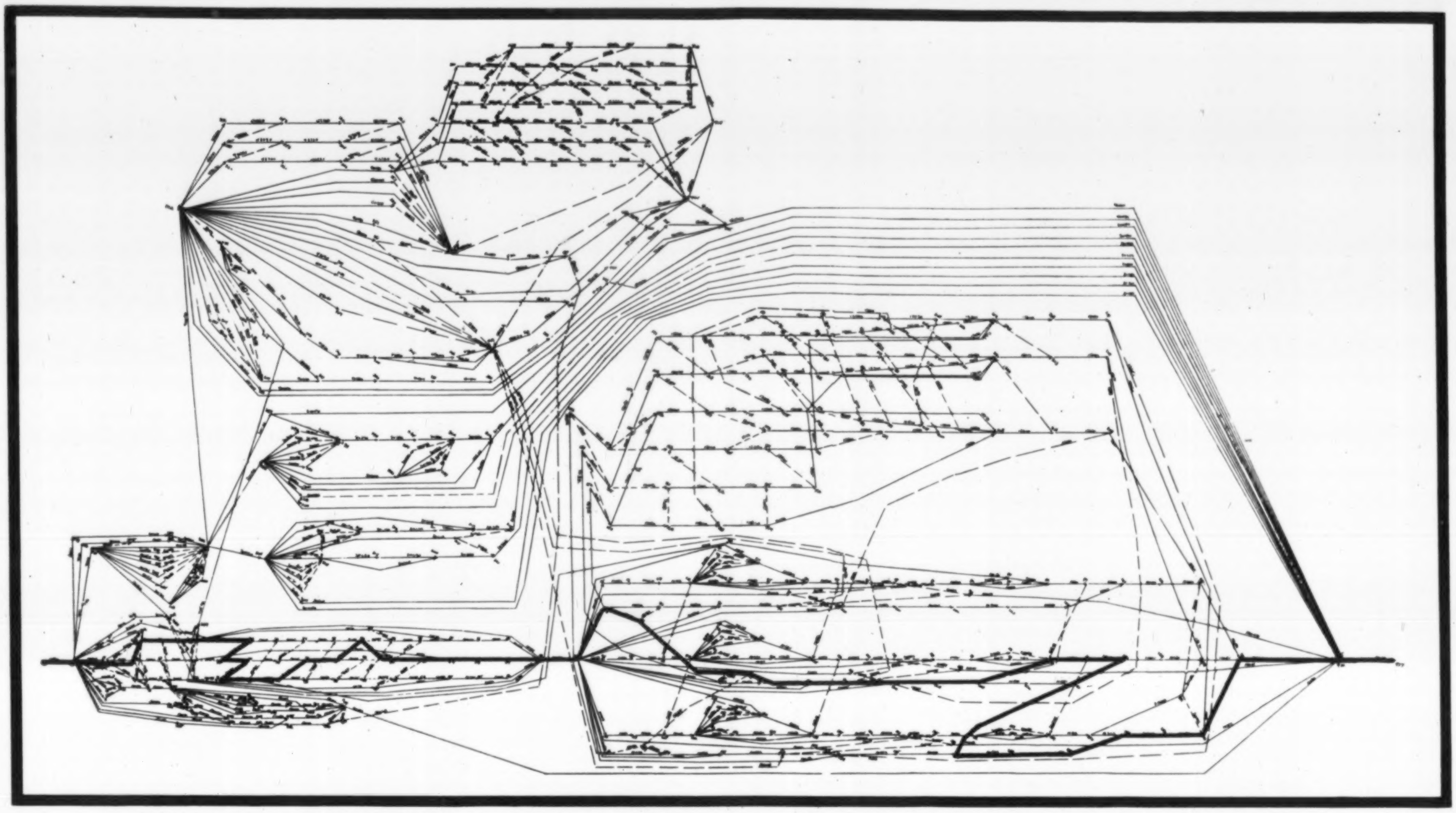
TRY FRESH-TASTING, BEST-TASTING L&M TODAY—PACK OR BOX

The world of the cigaret advertisers is a Never Never Land about as far removed from the real world as anything could be, and no cigaret ad so well illustrates it as this stereotype for L&M.

There appear to be certain well-worn ruts along which the various parts of a cigaret ad must run. One of these is layout. The particular pattern of art and copy must never, but never, approximate the normal patterns of print exposition that the average literate human being is accustomed to seeing in a newspaper or a magazine. The type must be handled as type is handled in a circus poster. Copy is all too frequently set in a mortise in the illustration.

But the copy itself—the so-called message—has become most stereotyped of all. It follows the slogan school. It is almost never couched in language that ordinary people either speak or read. What, for example, is "a new world of smoking pleasure?" What is a "flavor-seal?" What is meant by the statement that L&M "never dries out your taste?" Do the makers of L&M and the people who write the copy really believe readers will be moved by the admonition, "Start fresh and keep smiling with fresh L&M?" Why are filter tips always "miracle" tips? And why is the flavor always "natural" tobacco flavor—especially when so many flavoring ingredients are employed that never grew in a field of tobacco?

Cigaret advertising has become almost as stylized as a Japanese theatrical performance. Put an otherwise bright and original copywriter to the task of writing a cigaret ad, and he winds up doing what has been done for years. Some day somebody is going to start fresh and open up a whole new world of possibilities.



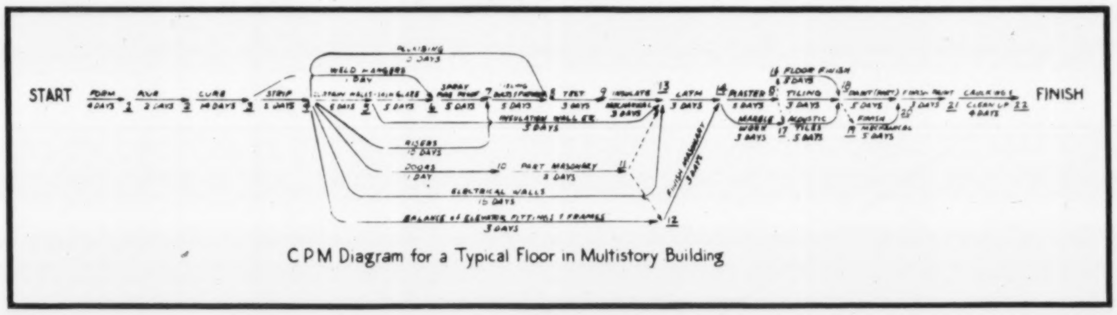
THE CRITICAL PATH METHOD. Section of a Critical Path Method diagram used by Perini Corp., Framingham, Mass., in planning the logistics of supplying materials for a new building. Black line at base charts "critical" jobs—those whose delay would delay the completion of the entire project, or whose acceleration would speed up the construction timetable for the whole project.

The Critical Path to New Business

How long should it take to build a building—or a dam—or a super-highway? What kind of planning does it take to get the men and materials (and money) to the right place at the right time? How do you juggle job-scheduling around so that you don't have painters on your hands for two days waiting for the plaster to dry? How do you get control of—and ride herd on—the thousand and one vastly important details involved in scheduling construction work?

The Perini Corp., one of the nation's largest contracting firms, gave this problem to Mauchly Associates, Inc., who came up with the first known application of the Critical Path Method to the construction industry. This successful application at Perini was reported in the January 26th issue of Engineering News-Record.

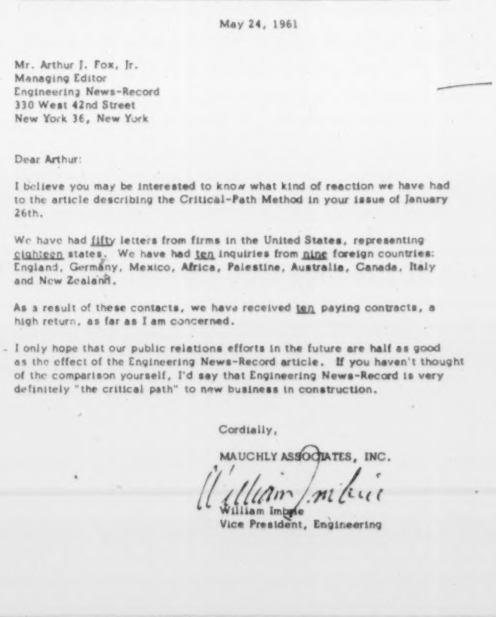
The reaction was immediate. Inquiries poured in to Engineering News-Record, to Perini and to Mauchly Associates. And they're still arriving. To date, more than 750 firms or individuals have ordered over 6,000 reprints of the article. Of 60 firms contacting Mauchly Associates directly, ten have already signed contracts to apply the Critical Path Method in their own operations.


START
FORM
4 DAYS
CURE
14 DAYS
STRIP
WELD HANGERS
1 DAY
TEST
3 DAYS
INSULATE
LATH
3 DAYS
PLASTER
5 DAYS
FLOOR FINISH
TILING
3 DAYS
MARBLE WORK
3 DAYS
ACOUSTIC TILES
5 DAYS
FINISH MECHANICAL
5 DAYS
CAULKING
CLEAN UP
4 DAYS
FINISH
INSULATION WALL ER.
5 DAYS
RISERS
15 DAYS
DOORS
1 DAY
PART MASONRY
8 DAYS
ELECTRICAL WALLS
15 DAYS
BALANCE OF ELEVATOR FITTINGS & FRAMES
3 DAYS
FINISH MASONRY
3 DAYS

CPM Diagram for a Typical Floor in Multistory Building

This is typical of the articles that make more men read Engineering News-Record every week than any other construction magazine. They rely on EN-R to give them important, detailed information they can't get elsewhere. They read . . . and they respond.

The *critical path to a sale* is much like the critical path in construction. It involves scheduling your selling efforts to cover the right men at the right time with the right facts . . . the "critical" members of any construction team: architect, contractor, engineer, owner. These are the men you reach in the pages of Engineering News-Record, the *critical path to new business* in the building and construction industry.



MAUCHLY
JOHN W. MAUCHLY, President • 90 E. BUTLER AVENUE, AMBLER, PA • Mitchell [illegible]

May 24, 1961

Mr. Arthur J. Fox, Jr.
Managing Editor
Engineering News-Record
330 West 42nd Street
New York 36, New York

Dear Arthur:

I believe you may be interested to know what kind of reaction we have had to the article describing the Critical-Path Method in your issue of January 26th.

We have had fifty letters from firms in the United States, representing eighteen states. We have had ten inquiries from nine foreign countries: England, Germany, Mexico, Africa, Palestine, Australia, Canada, Italy and New Zealand.

As a result of these contacts, we have received ten paying contracts, a high return, as far as I am concerned.

I only hope that our public relations efforts in the future are half as good as the effect of the Engineering News-Record article. If you haven't thought of the comparison yourself, I'd say that Engineering News-Record is very definitely "the critical path" to new business in construction.

Cordially,

MAUCHLY ASSOCIATES, INC.

William Imbrie
William Imbrie
Vice President, Engineering

Engineering News-Record

330 West 42nd Street, New York 36, New York
A McGraw-Hill Publication ABC/ABP

owned by the store.

20. Payments for store improvements—including painting.

21. An infinite variety of promotional and merchandising allowances.

22. Payment of part of salary of retail salespeople.

23. Trade deals of innumerable types.

24. Time spent in actual selling on retail floor by manufacturers' salesmen.

25. Inventory adjustments of many types.

26. Transportation allowances.

■ That's a pretty impressive list. But it's far—very far—from being complete.

However, allowances have been around for decades; they simply have been multiplying. The *newer* aspects of the non-merchandising role of the mass retailer involve the aspects that we have summarized here from our previous deep study on this subject.

And the *newest* aspects of this total area of non-merchandise as a major source of income for large retailers have been furnished by the closed-door discount chain. Its ability, by its unique concept, to open huge stores with a minimum investment (even the land and the building may not be owned) results in a new form of retail *financial competition* that is, if anything, destined to be *more* troublesome to at least some of our major traditional retailers than the low-margin *merchandising* competition of the closed-door chains.

For example, the GEM closed-door chain shows a 30% return on investment. Since it leases all departments, it claims it can open a 100,000 square foot unit for $125,000, which is fantastic. Income from membership could cover that sum! *That* is modern retail non-merchandising.

■ Moreover, it must be understood that it is these new and old sources of non-merchandising income that account, in considerable measure, for the ability of the closed-door discount chain in particular, and for the other forms of discount chains only to a somewhat lesser extent, to operate profitably at low-margins.

In other words, their low-margin operation rests *at least as much on non-merchandising skills as on merchandising skills!*

And their ability to show an amazing return on investment without question stems from their new financial and other non-merchandising concepts which enable them to open new stores with a minimum investment.

■ So the low-margin outlets will not only *compel* many mass retailers to reform their *merchandising* operation—but will also compel them to improve upon, to broaden, to strengthen their non-merchandising functions. #

CUSTOMER'S CHOICE—*This coffee lineup in a supermarket is a typical one. It emphasizes the role of the package in its dual function: a means of encasing and protecting a product, and perhaps for making its use easier, but also as a basic part of the marketing team, to entice and attract shoppers in competition with other products and other brands.*

Developments in Packaging . . .

What Do You Want Your Package to Do?

(Mr. Smith is advertising and merchandising director of S. C. Johnson & Son, Racine, Wis. His first advertising job was with the old Melamed-Hobbs agency in Minneapolis in 1945. In 1949 he joined Swift & Co., Chicago, and was product manager until 1953 when he moved to New York as account executive with BBDO. He joined S. C. Johnson as advertising manager in 1955 and was appointed to his present post the following year. His column, which appears for the first time in this issue, will be published twice a month.)

By Douglas L. Smith

"It is agreed, then," said the committee head, nodding to the secretary, "and let the minutes so indicate, that we like the package. We think the label is nice!"

Douglas Smith

Thus, another package heads for the market place, dealers' shelves or showrooms, and homes all over America. And chances are that it is a pretty good package. In having satisfied the committee's esthetic sensitivities, it will probably be adequately appealing to the average purchaser.

But—is it enough to merely satisfy the "committee's esthetic senses"—or to be only "adequately appealing" to consumers? Admittedly this may appear on the surface to be enough, but to what degree does the package fail when it is "adequate," or when it has just satisfied the committee whose only test of the package's effectiveness has been an examination of it around a conference table?

Is it failing by 10% or 20% or more in achieving the *perfection* that two essential steps could do for it?

I would venture that these two major steps are still, in this age of marketing sophistication, rarely done. These two steps are: 1. a clear statement of the objectives as to *what the package is supposed to do;* and 2. a testing of the package under appropriate conditions to see if it achieves these objectives.

For the purpose of this discussion, let's talk about the first step because this is where it should all begin by asking, "What do we want the package to do?" And follow with careful, thoughtful analysis of the product's problem, the situation it faces in production, on the shelves, in use, or tucked away in its ultimate place with the consumer, until it finally goes out with the trash.

■ Actually, that overworked term "product image," while it undoubtedly involves product performance, satisfaction with the end result, etc., mostly involves the mental picture of the package brought to mind by the mention of the brand name. The user "sees" the package in her mind's eye, if she is a regular user, or if she has seen the advertising and been sold by it. The little lady in the illustration above has a clear picture in her mind *right now* of how the packages "look" for most of the things on her shopping list, and how well the design has met the objectives of the manufacturer's package problem has much to do with the choice she will make in the next few feet.

If it is a new product on the market, or new in her experience, the responsibility of the package is in a sense even greater because now the package plays a big part in the initial selling experience.

Thus, in determining what the package should do, these further questions should be asked in answering the main question on what the package should do:

1. Does the product have an emotional response factor, in use, that is communicable through the label?

2. What are the values, or the minuses, in competitive designs? (So that you can develop all possible distinctiveness in your own!)

3. How does the product category "look" in total in the market place now?

4. Is there a significant copy line, or slogan, meaningful to the consumer (or that can be *made* meaningful) in the advertising that can be included in the design?

5. How can the product clearly convey what the product is, as opposed to *indirect* or *overlapping* competitive products, so as to avoid consumer confusion?

■ Once these five basic questions have been asked (and you may be able to think of more in your own situation) and sound analysis has answered them, then you are on your way to a clear answer as to *What You Want Your Package To Do!*

Then, *test!* Research the package exactingly, and the package, rather than being adequate, may produce that extra 10% or 20% or 30% additional effectiveness (or more!). #

Employe Communications . . .

Clips from a Communications File

By Robert Newcomb and Marg Sammons

Sales-minded members of management are currently taking a second look at a new merchandising contest launched in early July by B. F. Goodrich. As contests go it has no earth-shattering novelty, since drives to build business are commonplace. This one, however, is a first in the industry since, according to the company's manager of field sales, W. H. Campbell, it brings Goodrich employes directly into the sales act.

In a handout to all BFG tire retailers, Manager Campbell outlined the advantages of suddenly finding "a potential 34,000 sales people added to their staffs—at no cost to them."

The campaign, labeled "Spread the Word," is evidently already away to a flying start. BFG employes, Mr. Campbell reports, are being asked to buy new BFG-brand tires and ask their friends and relatives to do the same. When the employes talk tires to them, the employes give them an introduction card. When a customer comes into the retailer's place of business with the card and buys tires, the retailer fills out the card and the customer sends it in; the employe gets 15 points for each dollar of sales, and with his points he can "buy" merchandise from a catalog. It's an old act, with a new look.

Other manufacturers looking around for sales boosts at a time when sales are even more desirable than usual might review its own shop personnel and find a mine of latent selling talent at the benches and machines. It could be a happy discovery.

Sentry for Business Retires

For 27 years Homer E. Frye has edited one of the truly great external publications. As president and general manager of the Better Business Bureau of Central Ohio (located in Columbus, at 71 E. State St.), he has spent some of his spare time—such as it has been—editing a straight-from-the-shoulder pamphlet on shady practices in business. "For the Home Folks" is its somewhat misleading label; actually it is a crisp and exciting recital of the policing accomplished by the BBB. Some companies in the area, recognizing that the paper contained sound guidance for employes who could be drawn into the net of the local swindlers, tucked a copy into each issue of their employe journals. One Columbus adman, who has had an opportunity to watch the impact of "Home Folks," suggests that it has saved the gullible of the region hundreds of thousands of dollars.

The Progressive Farmer

138,000 DECISIONS PER MINUTE

Precision Farm Planning – an editorial service of The Progressive Farmer–helps subscribers make better farm management plans with the aid of an electronic brain capable of making 138,000 calculations per minute. To combine electronics and editorials, editors of The Progressive Farmer accumulated a great mass of data from many sources. They traveled thousands of miles to obtain local information on farm prices, crops, soil types, fertility, yields, climate, financial resources, equipment, manpower and many other factors.

All of these data were fed into an electronic computer operated by a national farm management agency. By electronic analysis, a series of blueprints for profitable farming were developed for each of the South's five agricultural regions. Localized Precision Farm Plans were published in each of The Progressive Farmer's five regional editions. Unit factors were worked out for each farmer to apply to his operation in preparing his Precision Plan.

This type of dynamic editorial leadership has placed The Progressive Farmer far out in front of all other magazines in readership and preference among farm families in the 16 Southern states. Month after month, The Progressive Farmer brings its 1,411,000 subscribers (more than 5,785,000 readers) more information on farming and farm living than any other magazine. You don't need an electronic brain to decide that The Progressive Farmer is your best buy to sell the rural South.

The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Telling the Acquisition Story

The acquisition or merger story in the modern employe publication is no longer a novelty. You see one every few days. However, the days on which you see a good one are somewhat more rare. The typical acquisition or merger story is the story poorly told, for this chief reason: It doesn't tell the employe what he wants to know. It burdens him with dull and non-essential facts, and carelessly leaves the rest to hearsay.

A deft performance in the communications department has recently been recorded by Pitney-Bowes of Stamford, Conn., which a short time ago acquired the German firm of Adrema-Werke, the leading addressing machine manufacturer of West Berlin. The story of the acquisition was told in a three-page interview with Frederick Bowes Jr., vp of international operations, in the company publication, the "Bulletin." What made it good was that interviewee Bowes took on the solid questions, came up with solid answers. Here, in capsule, are a few of the queries put to Bowes: Why did P-B buy Adrema?; How are we going to pay for it?; How do you think Adrema employes feel about joining P-B?; How come Underwood (which owned Adrema) was willing to sell?; How about having a P-B plant in a hot spot like West Berlin?; What problems does Adrema face?; Will there be foreign assignments in Adrema available to P-B employes?

■ There were others, but these should serve. The parent company obviously has no interest in pussy-footing around with the natural curiosities and concerns of its people. They have a right to know, P-B reasons, and it's P-B's business to tell them. #

The Peeled Eye Department . . .

Shure an' It's a Great Day for the Puerto Ricans!

By Dick Neff

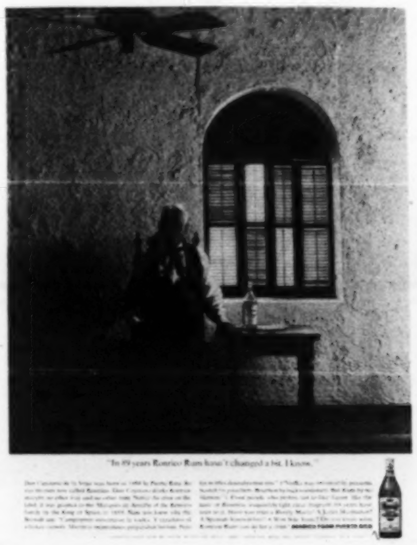
Papa au Rhum, Dublin Style

The current Ronrico rum campaign is so creative we hate to see anyone, even a star correspondent like Murray Gelman, pick on it.

Dick Neff

But Murray has two comments about the Ronrico ad shown here that can't be shrugged off, unless you're a better shrugger than we are.

Headline reads: "In 89 years Ronrico rum hasn't changed a bit. I know." Copy begins as follows: "Don Cayetano de la Vega was born in 1868 in Puerto Rico. So was the rum now called Ronrico. Don Cayetano drinks Ronrico straight; no other way and no other rum."

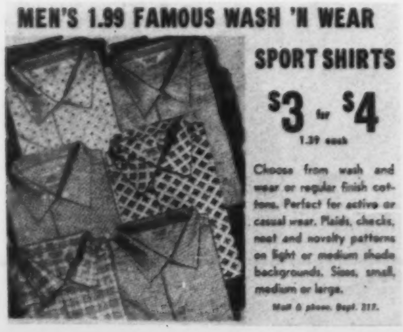


"It could be," he writes, "that the mathematician who wrote Ronrico's ad copy got a little too close to the product.

"That, or that Ronrico's first four years of life don't count; or that Don Cayetano didn't start drinking till the ripe old age of four.

"Of course, the Ronrico crowd might claim the 'goof' was planned, to arouse the mathematically curious. If so, the idea raises my eyebrow as high as the thought of a venerable 93-year-old never, in 89 or 93 years, quaffing any other brand."

Well, the copy doesn't quite claim the old boy *never* quaffed any other. But if he ever stirs off that old chair and toddles over to a friend's we wonder what he does if his friend is out of Ronrico. From the beautiful green of that stucco and the charming expression on that face of his, which looks about as Puerto Rican as Paddy's pig, we'd guess he takes a good slug of Irish whisky, which would let the copywriter off the hook but good.



MEN'S 1.99 FAMOUS WASH 'N WEAR

SPORT SHIRTS

$3 for $4

1.39 each

Choose from wash and wear or regular finish cottons. Perfect for active or casual wear. Plaids, checks, neat and novelty patterns on light or medium shade backgrounds. Sizes, small, medium or large.

Mail & phone. Dept. 217.

U.S. Money for Sale—Cheap!

Here are a couple more of those sensational bargains brought to you through the courtesy of the astute marketing executives in the composing room.

The first is from Elihu Slurzberg of BBDO, who says, "My wife really found it." Just like a BBDO man. Modest. Disarming. Honest. Anyhow, the bargain is from a Bressner home appliances ad, in the *New York Post:*

> "Norge Fabric Guide Auto. Dispensing 2 Speed 2 Cycle Washer. Mfr's. List $199.95 .... $249.00"

Good old Bressner saves a tidy little $49.05 on that one.

The other one, reproduced here, so you don't think we and our readers make all these up, is from Buell R. Snyder of Barnegat & Spring, Beachwood, N.J.

"Am enclosing Snellenburgs basement ad from the *Philadelphia Inquirer* of Sunday, June 25, 1961," he writes. "Note that they offer $3 for $4. . . Now if they'd only offer $4 for $3 I'd rush right over!"

The Poetry of American Names

Here are a couple more names we unearthed on a recent trip South, to be added to our Little Treasury of Names That Touch the Heart and Untie the Purse Strings:

> Wachovia Bank and Trust Co., Greensboro, N. C. T. L. Sorrow, Used Cars, Athens, Ga.

And here's one that Ninalee Allen Passi, formerly a copywriter with JWT in New York and now an Italian countess living in Milan, discovered:

> Mother Goldstein's Jaguar Wine

Can't you just see Mother Goldstein, a lovable, jolly Molly Goldberg type, padding about in her big old-fashioned kitchen cooking up a batch of grapes which she's just hauled in from the A&P in her little red Jaguar, while Papa bounces around outside on the trampoline?

■ Guess *that'll* give old Gallo's Thunderbird wine a run for its money, hey, Mother Goldstein Wine Co., of Hartford, Conn.?

Ad-ecdote Dept.

On a trip to Racine recently, Sam Ballard and John Herdegen of Geyer, Morey, Madden & Ballard, were eating with an associate from Geyer's Racine office and John casually mentioned that he frequently had only Metrecal for lunch.

Quick as a calculating machine, Sam wheeled around, stared at John and replied, "Well, I don't recall ever seeing Metrecal on an expense account!" #

Learning from the Retail Ads . . .

Ads That Are and Ads That Aren't

By Clyde Bedell

It is not unusual for neophyte retail advertising people to look hungrily through national magazines and the big papers—eyeing the great opportunities for advertising expression that agency creative people enjoy.

Worse, those retail advertising people who don't understand selling and who would starve to death behind a counter, frequently waste money by adapting an approach or an idea they assume is good because they see it in some expensive national ad.

Actually, advertising agencies are full of creative people who could learn a lot if they would find out what makes ads work by a study of the *right* retail ads.

■ Agency people are often guilty of a smug feeling of superiority as they compare themselves with retail ad people. Working in both fields, and having worked extensively in both fields through a long period, I am amused when an agency man says, as one did recently in my hearing: "Well, Joe has only had retail experience, but I think he may make an adman."

Compare these two ads. Not that they are comparable except in the matter of their recognition of—or failure to recognize—sound principles of advertising. The retail ad has a story to tell. It steps up and tells it. It smartly selects its rightful audience from the general audience of the newspaper. It speaks interestingly to those right prospects. It tells them a service-rendering story that is full of persuasion. It asks for the business, and makes it easy to buy.

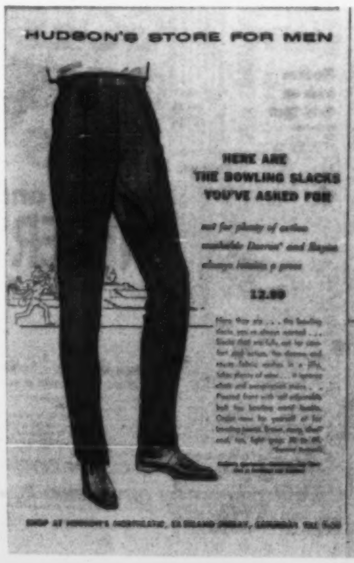
The national ad comes from the *Wall Street Journal*. The rightful audience for this ad is a very small percentage of the WSJ's readers. Instead of clearly intriguing those few readers with rifle-like words, this advertiser simply screams its name.

There is a highly specialized story told in the body copy. Not only that, it is a NEWS story. CCA has a *NEW* PEEL PROOF LAMINATING TECHNIQUE, which at no increase in cost DOUBLES the DEPENDABILITY of WAX LAMINATED paperboard for GIANT CARTONS.

Container Corp. didn't run the ad as a puff to stockholders, because (after they reveal the secret they have tried hard to conceal in this unfortunate presentation), they say, "Move *your* product more profitably in 1961 with the CCA packaging system." They apparently want business too, but they are hardly aware of how people with products to sell, can best bridge the gap between a "hungry" prospect and the product that will satisfy him.

■ I mentioned the INTEREST and the PERSUASION in the Hudson's ad. If the creator of the CCA ad had had the Hudson message all typed out on paper before him, and then made a layout, he would likely have given it the "krug" also. The Hudson ad has the third essential requisite to add to INTEREST and PERSUASION. It is RIGHT COMMUNICATION QUALITIES. It communicates clearly and intelligently. The Container ad doesn't, so its unperceiving creator might—through layout—have ruined the Hudson ad, despite its message.

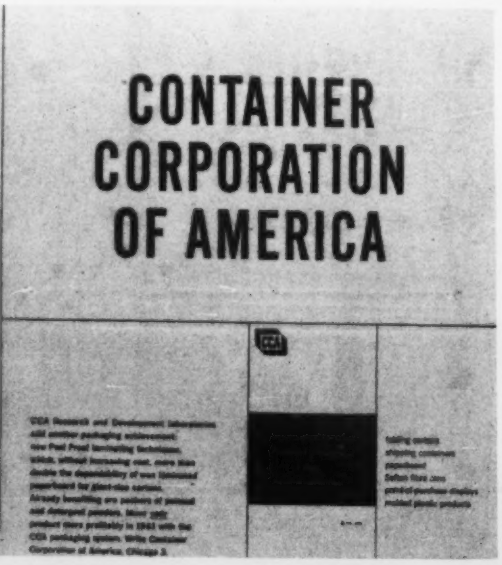
I often suggest that the ad creator should envision two questions on the foreheads of his *rightful prospects* in the medium's audience. "Are you talking to me? What are you trying to tell me?" Ask these questions—if you are a prospect for slacks—of the Hudson's ad. Ask these questions if you are a manufacturer who would like increased dependability in wax laminated cartons, of the Container ad. Simple, isn't it, how complex mistakes in advertising often are. #



HUDSON'S STORE FOR MEN

HERE ARE THE BOWLING SLACKS YOU'VE ASKED FOR

12.99



CONTAINER CORPORATION OF AMERICA

What Would Americans Do?

An editorial from The OTTAWA JOURNAL, Ottawa, Canada, July 4, 1961

If three out of every four magazines read by Americans were imported from Canada;

If in a single year Americans read 147,000,000 copies of Canadian magazines compared to 45,000,000 copies of their own magazines;

If distribution of 40 per cent of all magazines sold on U.S. newsstands was controlled by two Canadian companies;

If two Canadian-owned and controlled magazines publishing so-called "U.S. editions" in the U.S. were taking between them 40 per cent of all U.S. consumer magazine advertising;

If these two Canadian-owned "U.S. editions" in the U.S. were using second-hand editorial material from a Canadian parent editorial pool to provide unfair competition for U.S. magazines, threatening them with extinction;

If these Canadian-owned magazines with their "U.S. editions" were reaping profits not only greater than the profits of American magazines but greater even than the profits of their parent Canadian companies—in such circumstances, WHAT WOULD AMERICANS DO?

We think we know what they would do. And we think also that they would do it *without asking or waiting for permission from Canada.*

And the Americans would be right.

For if a nation be unwilling to safeguard its own communications, or be afraid to safeguard them, it is hardly fit to be a nation.

The report of the Royal Commission on Publications went out of its way to try to explain this to Americans—to appeal to their sense of what was just and fair. And if ever a report was free of anti-Americanism, it was this report.

* * *

Some Canadian editors—happily not a majority—have been saying that the recommendations of the Royal Commission would interfere with the "free flow of ideas."

The only comment that can be made on this—made perhaps more in the interest of charity than of truth—is that editors speaking such nonsense cannot have read the report.

For not a line, not a word, not a syllable in the report recommended or suggested anything which in any way whatsoever would interfere with the editorial content, the views or the ideas of any American magazine entering Canada.

To speak of "a sort of censorship," as one Toronto newspaper has spoken of it, is either to betray gross stupidity, or to willingly do violence to language.

Not an editorial line nor word in any American magazine entering Canada would be censored or taxed or in any way interfered with. *Time* magazine as it is published in the U.S., *Reader's Digest* as it is published in the U.S., the *Saturday Evening Post* as it is published in the U.S., the *Atlantic Monthly*, *Harpers*, all U.S. magazines as they are published in the U.S., would enter Canada as they enter Canada now. No interference whatsoever would there be with readers' preference.

Only when American magazines changed from what they were in their own country and made themselves, for extra profit, into carriers or packaging for advertising directed to Canadian consumers, would they be touched.

Where the censorship there? Where the tax on ideas? Where the interference with the "free flow of information"?

And speaking of the "free flow of information," what about the free flow of Canadian information—the free flow of information east and west in Canada; between Canadian provinces? Is that to be dammed, stopped, so that Mr. Henry Luce's vast magazine empire may reap greater profits from Canadian advertising?

* * *

Time magazine, cries a *Time* appeal to Canadians, should not be driven out of Canada.

What would be driven out of Canada? *Time* (Canada), a split-run device to garner Canadian advertising at the expense of Canadian periodicals, at the expense of Canada's own communications, never was in Canada.

Time (Canada) was owned in the U.S. *Time* (Canada's) so-called Canadian news was edited and processed in New York. *Time* (Canada) was printed in Chicago. *Time* (Canada) was mailed to its Canadian subscribers from Chicago—its postage paid to the U.S. post office. *Time* (Canada) had no physical assets in Canada—nothing but what it called its publishing office in Montreal (actually the office of its distinguished counsel), plus an office in Toronto from which its amiable Mr. Larry Laybourne sold Canadian advertising.

That was—and is—*Time* in Canada; the very refinement of a split-run, a pure unadulterated device to make substantial profits for Mr. Henry Luce out of Canadian advertising (it should be said for Mr. Luce, however, that he publicly repudiated the claim of his subordinates that *Time* (Canada) was a Canadian magazine).

* * *

The Journal must say that for *Reader's Digest* it has a degree of sympathy; it has never claimed that it was a "Canadian magazine," it did in some measure operate in Canada, employing Canadians and Canadian materials, and it is in a sense a magazine of universal appeal, though why, God only knows. If, therefore, some sort of exception could be made of it, perhaps not many Canadians would mind. The question is how to do it.

* * *

Nevertheless, if a choice has to be made between the continued existence in Canada of *Time* (Canada) and *Reader's Digest* and the existence of our own Canadian publications—our own Canadian communications—then surely there can be no doubt nor question over what that choice should be.

If we are unwilling or afraid to make the choice, let ourselves be bamboozled by ignorant talk about "press freedom" and "censorship," then for Heaven's sake and our own integrity let's stop talking about "Canadianism."

THE REPORT OF THE ROYAL COMMISSION ON PUBLICATIONS

REPORT
ROYAL COMMISSION ON PUBLICATIONS

to the Government of Canada is important to the people of Canada, it is important also to those in the United States desirous of understanding their neighbours.

Complete copies of the 259 page report are available from the Queen's Printer, Ottawa, Canada. Price $3.00.

This advertisement sponsored by

PERIODICAL PRESS ASSOCIATION

100 UNIVERSITY AVENUE • TORONTO, CANADA

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Coordinated Effort to Improve Ad Image Should Stress Ad Role in Economy, Readers Say

To the Editor: I enjoyed your editorial in the July 10 issue of ADVERTISING AGE. Being in the outdoor business and under the terrible opposition regarding highway advertising, I am first to agree that advertising better stand up for its rights. I am sure you have read the pros and cons on our highway problem and agree that the newspapers better think twice before they knock one of their fellow media.

You mentioned that something should be done to make various groups complement each other rather than cancel each other out. Something should be done, it's true, but what? Would AFA be the answer to this problem? Most people in advertising are members of the federation through various ad clubs, etc. If we could get enough support from all the clubs around the country and follow the direction of someone like AFA, I am sure it would pay off. We're willing to do our share.

Advertising seems to tell everyone else what to do but never seems to do anything for its own good.

James F. Derse,
President, Derse Advertising Co., Milwaukee.

•

To the Editor: Re your call to rally 'round a central public relations organization to improve the image of advertising (AA, July 10).

I am opposed to selling the general public on the great non-commercial good that advertising does.

The advertising business exists in this country because it is a part of our production-distribution system, not because the general public likes us.

As long as advertising performs its function within the structure I see no need to propagandize to make the masses feel it is needed. The people who buy advertising know the need and have their own strong commercial reasons for maintaining advertising.

When advertising no longer performs, the clients will stop buying and we will have to find other fields to work in.

Other parts of our economy have made it without devoting a substantial portion of their energies to self-justification.

The electronics industry has attained an exciting image without any effort that I know of to sell the general public that "electronics is good."

I do support your general view in that I can see some real value in establishing a competent national office which could supply appropriate information to congressmen and other officials who might not be well informed on all aspects of legislation that could have a negative effect on our general economy.

Somewhere out there in advertising land there must be a few others who share my view but resist the temptation to speak out for fear of sounding disloyal.

Personally, I feel that advertising is neither black or white. It is a part of our way of life, and for my part I will do all I can to maintain and expand it.

James L. Bottomley,
Ad/Mill, Pasadena, Cal.

•

To the Editor: Your editorial . . . is an excellent and thoroughly objective contribution to the major problem confronting the advertising business. Congratulations!

There is a valuable and very definite further service which your fine publication can render on this score—to keep criticising and prodding the business until it takes *action* on this problem. Your interest and leadership in this area are imperative and vital.

After more than 40 years of work and devotion in and to the advertising business, may I voice a commendation of your convictions with a hearty "amen."

A. W. Neally,
Palm Desert, Cal.

•

To the Editor: . . . I feel that you have very clearly stated the case of those in advertising not speaking up for themselves and, rather, concentrating more effort toward fighting each other.

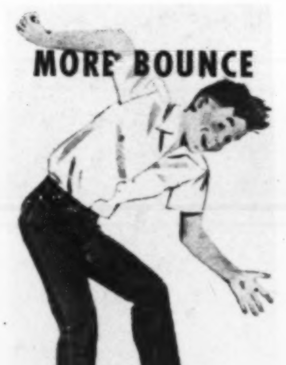
Advertising is a basic element in the growth of our economy, which should conduct itself as such.

James E. Tyson,
President, Tyson & Van, Myrtle Beach, S.C.

• • •

Old Pepsi Slogan Still Has Plenty of Bounce

To the Editor: Herewith is an ad for boys' denim pants, made by Hortex Mfg. Co., El Paso, headlined "More Bounce to the Ounce!"



MORE BOUNCE TO THE OUNCE!

12-OZ. HEAVYWEIGHT STABILIZED DENIM

SAF-T-NEE TEXANS

Billy the Kid "Heavyweight Stabilized Denim" Texans bounce back wash after wash, looking, feeling, wearing like new! Stabilized Denim is tough as a Texas steer, yet so smoothly finished you can forget about ironing. It's a closer, tighter-woven denim with more threads to the square inch . . . and a special patented finish that lasts the life of the garment. Twice the wear in every pair with SAF-T-NEE. Sanforized! Vat-Dyed! Talon Zipper! And in two weaves . . . fine weave Navy, coarse weave Navy, Loden Green, Gold, Charcoal, Brown. 4-12 Regular and Slim, 13-16 Regular and Slim, 26-36" Husky.

WAIST & LENGTH SIZES FOR OLDER BOYS

Billy the Kid

America's Finest Boyswear

HORTEX MFG. CO. INC., EL PASO, TEXAS

Doesn't that slogan belong to Pepsi-Cola—or can anybody use it?

Allen Glasser,
Production Manager, Cantor Publications, New York.

He Sees No 'Complexities' in Company Membership for AIA

To the Editor: After looking for two weeks at your editorial on the Assn. of Industrial Advertisers company memberships (June 26) I'm still puzzled at:

1. Your authority for "in an effort to widen the financial support."

2. The discovery "that the plan advanced had a great many complexities."

3. [The statement that] "in its final form it seems to have all the possibilities . . . super-association . . . confusion . . . weakening the local chapters . . . "

4. "The American Marketing Assn. . . . primarily to boost the association's income . . . made the transition with practically no fuss at all."

Rather than stand mute, I'd like to offer these comments:

1. Company members would pay the costs of any services they draw from AIA staff and they might choose to allocate funds to present AIA projects or activities. Benefits are more likely to come from greater participation in study and action in matters of interest to all industrial advertisers.

2. The "complexities" of the bylaws adopted in Boston escape me.

3. It seems unfriendly—perhaps unwise—to preview "its final form" through a glass darkly.

4. The American Marketing Assn. change is hardly relevant; its objectives and methods were different.

AIA has strengths and weaknesses. The strengths that reside in chapters and personal memberships should be retained. One weakness is that the present program does not always hold the active interest of veteran members and has not attracted any members from a number of companies.

The proposal is not a money-making scheme; the only complexity lies in speculation; no good AIA chapter program is likely to be harmed by any foreseeable development.

The action in Boston simply gives authority to an interested committee to determine whether a company member category can come into being, to serve its members—and all industrial advertising—well in AIA.

Willis T. Jensen,
Advertising Council of Rochester, N.Y.

• • •

Purity of Beer Is an Important Selling Point

To the Editor: The success of the Miller Brewing Co. for over 100 years proves that people "in their right minds" care about the purity of orally consumed products, especially the ladies who comprise the buying majority.

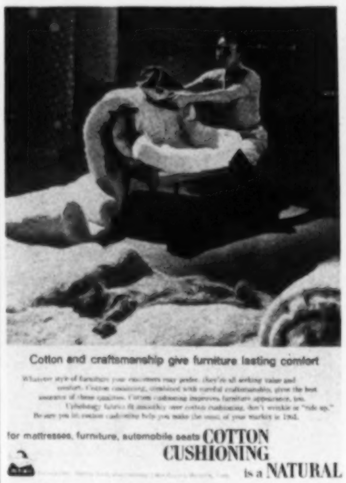
It's purely because readers equate clarity and brilliance with purity that their ad succeeds so well. It demonstrates the one very important distinguishing mark of the product, the "white" bottle.

May I answer The Creative Man's 10 questions (AA, July 24) with two of my own:

Why do you (or does your wife insist) serve beer in clear glasses at your house, or do you think that your guests aren't "in their right minds?"

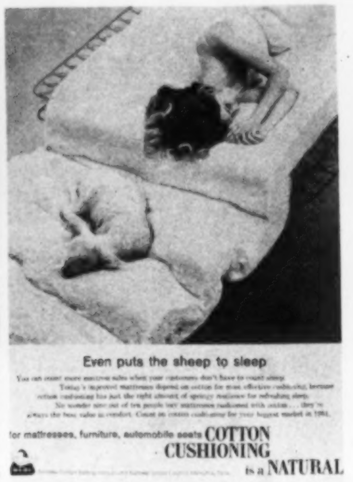
Does *every* beer ad *have* to say, "*You* are so wonderful . . . *you* are so *you* . . . *you* deserve our *youest* of beers! ! (made somehow, by someone)?"

John B. Quiery,
Sales Manager, Transport-Ads of Milwaukee.



Cotton and craftsmanship give furniture lasting comfort

for mattresses, furniture, automobile seats COTTON CUSHIONING is a NATURAL



Even puts the sheep to sleep

for mattresses, furniture, automobile seats COTTON CUSHIONING is a NATURAL

Agency Solves Problem of Showing Hidden Product

To the Editor: The cotton batting used as filling material for most mattresses, much furniture, and many auto seats can be a difficult product to promote, since it is hidden from the buyer by a ticking or upholstering material.

This year, though, we feel that our ad agency did an outstanding job in promoting its qualities and in giving it a new prestige image as we had requested.

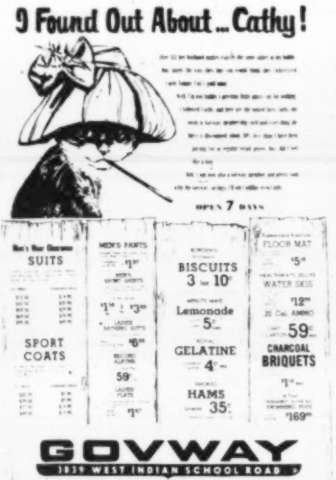
I am enclosing ad reprints of the series, which is running a total of four times this year in such books as *Holiday, House Beautiful, House & Garden, Living for Young Homemakers* . . . The agency is Greenhaw & Rush of Memphis, which has handled this account since 1954.

Arthur Grehan Jr.,
Sales Promotion, National Cotton Council of America, Memphis.

Well, If It's Good Enough for Ohrbach, It's Good in Phoenix

To the Editor: If you have to plagiarize, it's better to steal a good one!

The enclosed ad ran in the July 6 edition of the *Phoenix Gazette.*



9 Found Out About ... Cathy!

OPEN 7 DAYS

SUITS

SPORT COATS

MEN'S PANTS

BISCUITS 3 for 10¢

Lemonade 5¢

GELATINE 4¢

HAMS 35¢

FLOOR MAT $5

WATER SKIS $12

59¢ CHARCOAL BRIQUETS

GOVWAY

1839 WEST INDIAN SCHOOL ROAD

The store is a discount house. "If you didn't buy it at Govway . . . you paid too much!"

I doubt that Govway bought Ohrbach's idea, and if they paid anything for it, from whatever source, they're guilty of receiving stolen goods.

A case of something ought to be done.

Richard E. Coe,
Account Executive, Jennings & Thompson Advertising, Phoenix.

Another Phoenix reader called AA's attention, and that of Doyle Dane Bernbach, which produced the original ad and art, to this use. And, we understand, something is being done.

• • •

'McCall's' Newsstand Gains Greater Than Subscription

To the Editor: It's true that *most* of the 115 magazines mentioned in the "Biz Quiz" column in the July 17 ADVERTISING AGE have shown gains in subscription circulation greater than in newsstand circulation.

But not so for *McCall's. McCall's* total of circulation growth for 1960 over 1959 is 13.9%. Newsstand circulation for the same period is up 14.2% . . .

Anthony Salisbury,
McCall's, New York.

Schmidt Brewing Theme Antagonizes After 9 Months

To the Editor: Back in October of '60, when the status-seeking appeal may have been at its zenith, the Schmidt Brewing Co. emerged with the line, "To the One Man in Four Who Wants the Best" and proceeded to show the big fish angler, the tennis player, the hunter and such like who excelled, and then continued with the lines "Schmidt's has an edge, a bite, etc." all of which may have had some punch. The advertising in the Philadelphia-Wilmington area was constant and heavy in all newspapers, all tv channels and over the various radio air waves. No complaint here except to this date . . . nine months later, the same lines continue unabated and unchanged . . .

The message antagonizes because whatever channel I turn to I run into the stale message and therefore have to stop watching tv which is not exactly helpful to Schmidt's, other advertisers and the media.

I have written politely to the advertiser but received no reply . . . I wrote one of the outstanding tv stations (WRCV-TV) in Philadelphia asking if it would advise me when I can get weather reports *without* getting Schmidt's, and cited my reasons, but again received no reply.

I don't exactly go along with the idea that advertisers must antagonize to influence . . . Who would like the same trite stories or gags repeated in entertainment? Why must advertisers dish out what they would not accept themselves? Perhaps this has paid off in gross volume but what about the ones who long since switched?

Norman W. Morris,
Wilmington.

• • •

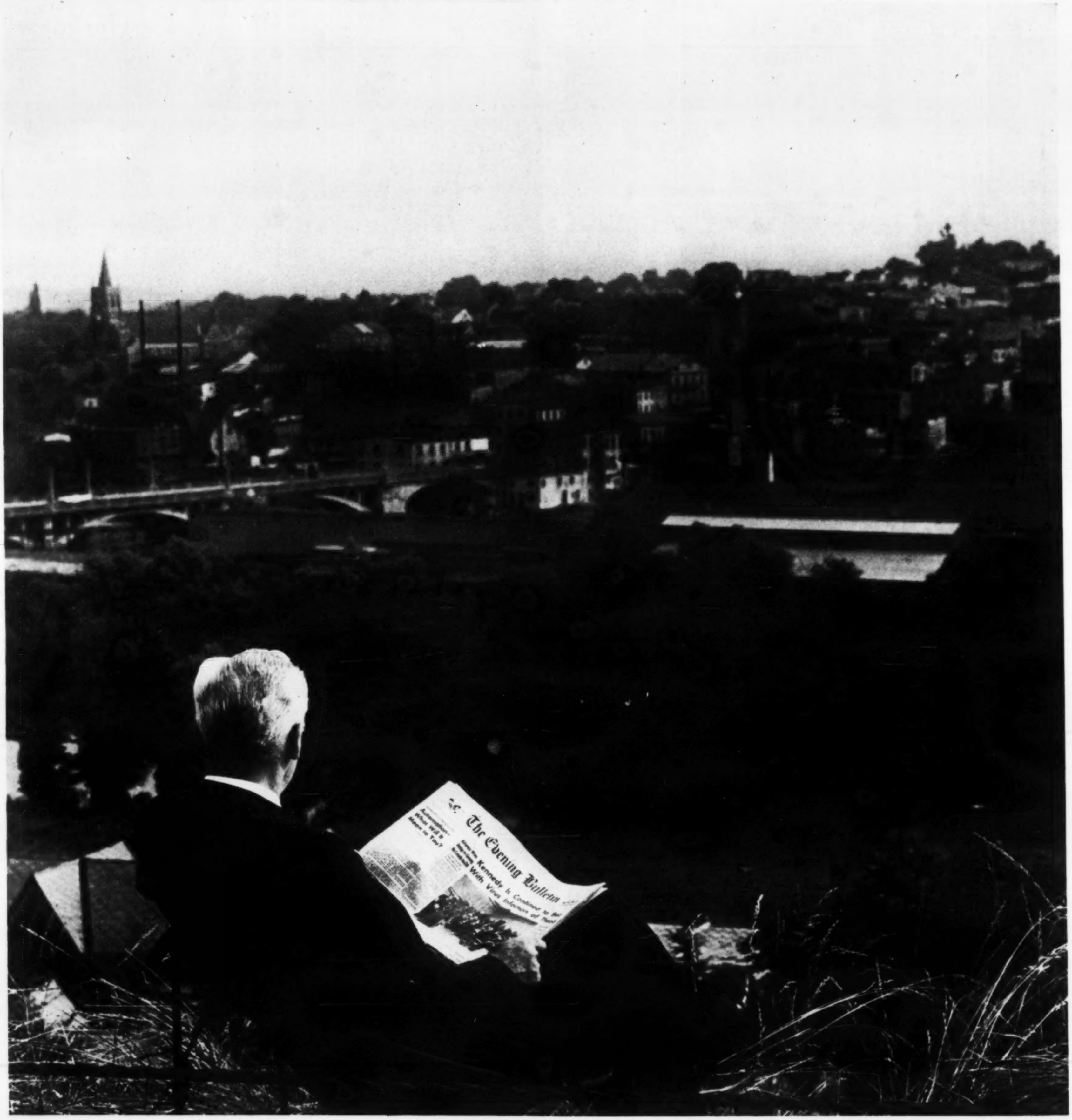
Chilton Ad Illustration Was Puzzle for Him

To the Editor: Bingo! Or should I say Eureka?

At any rate, I do hope I'm the first to submit this answer to the Chilton Co. puzzle which appeared on Pages 18-19 of the July 24 ADVERTISING AGE.

The answer, gentlemen, to the implicit question "What is this damned illustration?" is, "Why, it's the back of a truck!"

Now I must admit that, after many hours of conscientious struggle amongst us dull-witted copy, contact, and media people, it remained for an art director to pro-



View in Montgomery County, Pennsylvania—one of Greater Philadelphia's fourteen counties. Thirteen miles to center city. Here, along the Schuylkill, Alan Wood Steel Company and Lee Tires, and many others, have contributed to the county's 46% population growth since 1950. The Bulletin is No. 1 in circulation in Montgomery County, No. 1 for the entire fourteen-county area.

How big is this Philadelphia where nearly everybody reads The Bulletin?

Greater Philadelphia is the only way to describe Philadelphia today—a land mass of 5909 square miles.

Just to drive across it, you'll need a tankful of gas and time on your hands.

Yet to reach its ballooning and dispersing population—tap its buying energy—you'll need exactly the same newspaper you've always needed.

The Evening Bulletin (total circulation 720,794*) is pre-eminent, as always, in all ABC areas, from the farthermost suburbs to the very hub of the city.

Let us describe The Bulletin's relationship to Greater Philadelphia in detail, beginning with the outermost area and working our way inward.

First come the famous fourteen counties—the suburbs near and far plus the city proper—listed by ABC as the City and Retail Trading Zone; this is Greater Philadelphia. 1,548,229 households reside here. The Bulletin is No. 1 in this all-important area with a circulation of 704,797*.

Next is the eight-county area—Philadelphia County and seven adjacent suburban counties; this is called Metropolitan Philadelphia. There are 1,266,429 households in this area, and The Bulletin is No. 1 with its circulation of 649,460†.

Lastly we have the "eye" of Philadelphia, defined by ABC as the City Zone. The population is 693,158 households and The Bulletin again is No. 1 with a circulation here of 445,521*.

The geography of Philadelphia, the face of its map, is changing. There is a vast influx and shifting of population—hustle and activity at every turn.

In newspaper reading habits the inhabitants are flatteringly loyal. The Bulletin continues to be No. 1 newspaper and buying guide in all ABC categories.

Today, as for fifty-six years—

In Philadelphia nearly everybody reads The Bulletin.

*ABC 6-mo., ending 3/31/61 †ABC 12-mo., ending 9/30/60

Member Million Market Newspapers, Inc./Member Metropolitan Sunday Newspapers, Inc.

WHEN YOU THINK BIG-THINK
$
JAN
FEB
APR
Wilding tv
CHICAGO ● DETROIT ● HOLLYWOOD

Voice of the Advertiser . . .

(Continued from Page 98)

vide the (now) crystal-clear interpretation for us.

I wish this Chilton message the best of success throughout its chosen audience (art directors, I suppose), and look forward to working out the next one all by myself.

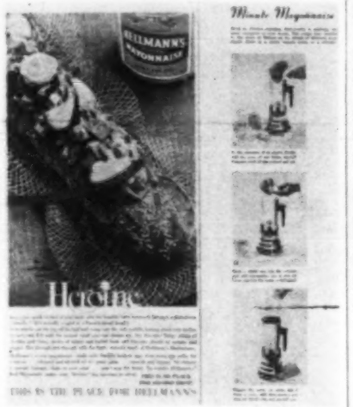
John F. Tucker Jr.,
Philadelphia.

• • •

'Times' Offers Readers Choice: Buy It or Make It Yourself

To the Editor: Leave it to the makeup man to give someone a headache.

The New York Times Magazine of July 16, 1961, carried this two-thirds page color ad for Hellmann's



Mayonnaise. The remainder of the page was devoted to a recipe feature for do-it-yourself mayonnaise.

Does the *Times* know which side its bread is mayoed on?

Emanuel Strunin,
Director of Advertising and Public Relations, Adler Electronics Inc., New Rochelle, N.Y.

•

To the Editor: This . . . is an example of the layout man vs. the advertiser at its best . . .

Is this a coincidence? Perhaps next week we'll learn how to make our own car or tv set; next to an appropriate ad.

Alan Kent Morse,
Clinic Manager, Gallup & Robinson, Princeton, N.J.

•

To the Editor: How real is Hellmann's "Real" Mayonnaise? The copy says it is "made with freshly broken eggs, even extra egg yolks for richness."

However, *The New York Times Magazine* . . . notes that "minute mayonnaise" can be created by blending the juice of one lemon, one-half teaspoon each of dry mustard and salt, one quarter-cup of olive oil, plus, thank heavens, one whole egg.

It is presumably not found in a jar. How reassuring to note that in an explosively competitive world, so far as the *Times* makeup editor is concerned, there *is* a place for second best.

Hal Drucker,
Hockaday Associates, New York.

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To the Editor: Enclosed is what I consider to be a disastrous example of layout . . . I'm curious, incidentally, as to whether your Creative Man agrees with me that the Hellmann's ad is a well-stated piece of workmanship.

Martin Grove,
Assistant Director of Public Relations, WBAI, New York.

• • •

Electronic Publication Keeps Same Rate in Size Change

To the Editor: . . . The short story on Page 26 of the July 17 issue of ADVERTISING AGE which reports that our convention paper, *Electronic Daily*, has gone to a tabloid size unfortunately gives a strong impression that we've upped our rates.

This isn't so at all, as you can tell from our old and new rate cards which I'm enclosing with this letter. All our rates have remained constant since we've gone to a tabloid size. All we've done is extend the rate structure to accommodate the tabloid size, which naturally did not appear on our old rate card . . .

Nat Waterston,
Sales Promotion Manager, *Electronic Design*, New York.

• • •

Ducks or Drakes, They All Go for Decoys

To the Editor: The summer ad doldrums must have closed in when copy directors and other brass perfectionists start their hair-splitting target practice ["Voice of the Advertiser" July 24].

Alas, that poor sitting duck, all unaware on the McCann-Erickson pond!

Really, the little two-letter pronoun in the caption (but it can't make ducklings) settles the whole question of duckdom posterity . . .

Anyone who has squatted for hours in a "blind" realizes this, once he has watched those foolish birds (with the constant Mellors-urge) swoop in. A highly *impersonal* approach, we would say, Mr. McCann, and probably the *raison d'etre* of the Lame Duck.

Evan M. Klock,
Evan M. Klock Advertising, Chicago.

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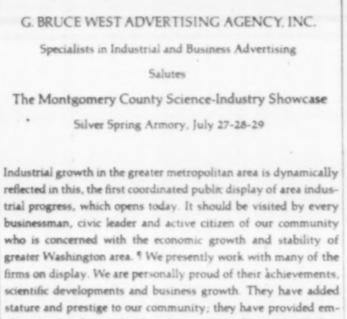
G. Bruce West Agency Also Likes Zapf Type Face

To the Editor: We thought it appropriate to let you know that someone else does share Kenneth Butler's "considerable" enthusiasm for Hermann Zapf's new type faces (AA, July 24) as evidenced by our current house ad appearing July 27 in the *Washington Post*.



G. BRUCE WEST ADVERTISING AGENCY, INC.

Specialists in Industrial and Business Advertising

Salutes

The Montgomery County Science-Industry Showcase

Silver Spring Armory, July 27-28-29

Industrial growth in the greater metropolitan area is dynamically reflected in this, the first coordinated public display of area industrial progress, which opens today. It should be visited by every businessman, civic leader and active citizen of our community who is concerned with the economic growth and stability of greater Washington area. ¶ We presently work with many of the firms on display. We are personally proud of their achievements, scientific developments and business growth. They have added stature and prestige to our community; they have provided employment for thousands of workers and equally important they have proven beyond a doubt that the Washington area is a good place for industry to locate. ¶ In our association, we have had the pleasure of introducing many new scientific and industrial products developed and manufactured within the greater Washington area. Several have revolutionized their special fields. It is particularly gratifying to us that these products and companies are promoted with dignity, preciseness and unanimous agreement that advertising must be an exact representation of the product's capabilities. Such an approach reflects the calibre of firms which make up our industrial community and the personal integrity of our industrial and business leaders . . . a tribute to the personality of Metropolitan Washington. ¶ We welcome inquiries from any industrial, scientific or business firms in the Washington area which need specialized services in advertising and public relations. Our emphasis is on facts, thorough knowledge of the product and its market, and the sort of agency-client communication which leaves nothing to chance. To this we add creative ability, enthusiasm and experience, and a mutual agreement that the "perfect solution" is merely a challenge to do even better the next time.

G. BRUCE WEST Advertising Agency, Inc.
7806 Old Georgetown Road, Bethesda 14, Maryland

The Washington Post July 27, 1961

We "found" this face several months ago, searched for its origin, finally located it in New York (The Composing Room) and feel it has ideal applications for "industrial advertising."

G. Bruce West,
G. Bruce West Advertising Agency, Bethesda, Md.

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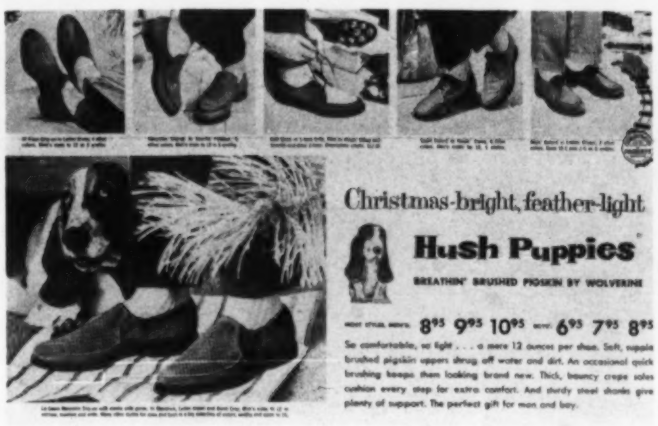
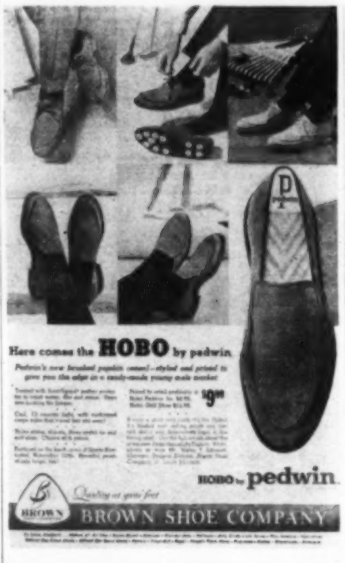

Christmas-bright, feather-light
Hush Puppies
BREATHIN' BRUSHED PIGSKIN BY WOLVERINE
8^{95} 9^{95} 10^{95} — 6^{95} 7^{95} 8^{95}

So comfortable, so light . . . a mere 12 ounces per shoe. Soft, supple brushed pigskin uppers shrug off water and dirt. An occasional quick brushing keeps them looking brand new. Thick, bouncy crepe soles cushion every step for extra comfort. And sturdy steel shanks give plenty of support. The perfect gift for man and boy.



Competitor Copies Not Only Ad, but Product As Well

To the Editor: If imitation is, indeed, the sincerest form of flattery, then we would like to express our appreciation to this shoe company on behalf of our client, Wolverine Shoe & Tanning Corp., maker of Hush Puppies.

The enclosed ad from *Footwear News* dated July 13 is not only a carbon of our layout and copy approach (which was considered a departure when the first ad ran in 1958) but even the product has been copied to the last detail.

A look at sales figures, however, proves that "imitative strokes can do no more than please the eye."

Forman S. Johnston,
Account Executive, MacManus, John & Adams, Bloomfield Hills, Mich.

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Emphasis Needs Are Same in Copy as in Any Writing

To the Editor: I don't disagree with Jim Woolf *always*. However, on the theory of emphasis in copy (ADVERTISING AGE, June 26), I disagree emphatically.

In theory creation, as in love, opposites attract. It is not surprising to find Mr. Woolf attracted to the theory that emphasis in good copy is opposite to emphasis found in good writing. This is absolute nonsense.

Any writer, novelist, dramatist, poet or historian knows his opening words, sentence, paragraph or chapter should make his strongest bid for reader attention. To say only advertising copy bears this requirement indicates a great gap in Mr. Woolf's knowledge of good creative writing.

Then, Mr. Woolf claims copy does not require emphasis in the closings of sentences, paragraphs or complete ads—a basic requirement of other writing forms. Wrong again. A good headline, a good selling sentence, a good ad paragraph *must* utilize power words or thoughts in closing to obtain maximum retention of the principal thought and maximum readership progression on to the next sentence, paragraph or action desired. The fact that many copywriters fail to utilize this principle does not make these writers right.

Simple examples of this truth are found in Mr. Woolf's own "improved" sentences.

Mr. Woolf: "A drudge—that's what she was! A kitchen slave! And she would end it all that very day."

Mr. Woolf inadvertently put the most important thought, not in the opening, but in the third sentence even though he had just told us emphasis belonged at the beginning.

However, the third sentence is weak because it tails off. Yet, even without rewriting, it can be strengthened, given more interest and power simply by adding a word or a few words *at the end*.

"And she would end it all that very day . . . *forever*."

"And she would end it all that very day . . . *with the oven*."

Another example.

Mr. Woolf: "It runs without electricity—this new vacuum cleaner we have developed."

Obviously, this is an awkward sentence and collapses as it goes along. How easy it is to fix with proper arrangement of power words and thoughts at the end of sentences.

"It runs without electricity—imagine! The vacuum cleaner has been freed from plugs and tangling wires." (Or "We have freed the vacuum cleaner from, etc.")

Mr. Woolf's advice collapses under the weight of his own examples.

I have no counter doctrine. Good advertising writing, as all good writing, will encompass many styles. It will reflect individual creativity. Good copywriters will continue to explore, discovering new and exciting ways of selling with words. They will not limit their horizons to anyone's book, theory or cliche.

Please, ask Jim Woolf to avoid drumming up theories for the sake of an article. I know an authority should speak with authority, but, he should limit his subjects to those he knows well.

John H. Byrne,
Senior Vice-President, Johnstone Inc., New York.

• • •

He Offers 'Badvertising' for Unethical Advertising

To the Editor: Certainly, as Joseph Lichstein suggests in his letter which you printed in the July 10 issue, there is "need of a suitable, derogatory word for the sort of advertising that is unethical, dishonest, misleading and hence embarrassing to the profession."

There is such a word. It is "badvertising." Perhaps you would care to include it with the coinages developed by your correspondent and such other words as seem almost sure to be offered by other ADVERTISING AGE readers?

Charles R. Force,
Creative Supervisor, Advertising Department Data Processing Division, International Business Machines Corp., White Plains, N. Y.

Senate Softens Defense Appropriations Ad-Ban Rider; Itemizes Allowable Ads

(Continued from Page 1)

tors finance from their own profits. The Senate committee also listed five specific kinds of advertising expense which it regards as a proper reimbursable cost in defense contracts: (1) Ads for the recruitment of personnel required for the performance of a contract; (2) ads to procure scarce items required for performance of the contract; (3) ads for disposal of scrap or surplus materials; (4) ads for the procurement of subcontractors; and (5) cost of participation in exhibits upon invitation of the government.

■ Members of both the Senate and House appropriations committee turned a deaf ear to protests from publishing and advertising organizations which contend that the advertising controversy should be resolved through Defense Department regulation, rather than legislation. The Senate proposal took many of the rough edges off the legislation, but it failed to restore the special status which trade and technical publications enjoyed under Defense Department regulations.

Many senators approached by representatives of publishing and advertising organizations conceded that the House had gone too far Most senators expressed fear that advertising by defense contractors was being used to lobby for rival weapons systems and for other purposes which were creating hostility toward the defense program.

■ Although they conceded that much of the advertising undoubtedly was being financed out of profits, they argued that the situation called for congressional action which will make it clear that none of this advertising is treated as a reimbursable cost.

The Senate committee said in its report yesterday that it is "disturbed" by testimony "indicating abuses" in included unwarranted advertising as a part of the cost of performing defense contracts. "It has been estimated that these abuses are costing taxpayers millions of dollars each year," the report said. "The committee concurs with the desire of the House to put an end to these practices.

■ "The committee believes, however, that certain types of advertising by defense contractors are necessary in the performance of defense contracts and should be considered as an allowable item of cost. For these reasons the committee has recommended the inclusion in the bill of new language to replace that inserted by the House, as follows:

"No part of the funds appropriated herein shall be available for paying the cost of advertising by any defense contractor, except advertising for which payment is made from profits, and such advertising shall not be considered a part of any defense contract cost.

"The prohibition contained in this section shall not apply with respect to advertising conducted by any such contractor, in compliance with regulations which shall be promulgated by the Secretary of Defense, solely for (1) the recruitment by that contractor of personnel required for the performance by the contractor of obligations arising under a defense contract; (2) the procurement of scarce items required by the contractor for the performance of a defense contract; (3) the disposal of scrap or surplus materials acquired by the contractor in the performance of a defense contract; (4) the procurement of subcontractors required for the performance by the contractor of his obligations under a defense contract; or (5) costs of participation in exhibits upon invitation of the government."

■ Three of the exemptions listed in the Senate plan had been specifically required by Defense Under Secretary Roswell Gilpatric during an appearance before the Senate group (AA, July 17). At that time he said the Defense Department hoped the committee would allow advertising for scarce material, disposal of surpluses and procurement of help. On the other hand, he said, the department concurred in the effort of the House to rule out product and institutional advertising. Mr. Gilpatric indicated the exemptions he had in mind would probably be acceptable to the House.

■ The Senate committee proposal to allow advertising for scarce materials and the disposal of scrap is carried over from existing Defense Department cost regulations. The Senate proposals on help wanted ads and exhibits are truncated versions of what the Defense Department currently allows. The authorization of advertising for subcontractors has not appeared in Defense Department cost regulations in the past.

Omitted from the Senate proposal is that portion of the Defense Department regulations which accepted as a reimbursable cost non-product advertising "in journals which are valuable for dissemination of technical information within the contractor's industry." This cost provision has been in the Defense Department regulations since the early days of World War II, when it was approved in order to assure that trade and technical publication journals could continue publishing at a time when many of their advertisers were engaged almost entirely in defense work.

■ During Senate committee consideration of the problem, Sen. Howard W. Cannon (D., Nev.) was particularly critical of this trade and technical publication provision. He said he did not see why one segment of the press should receive "this particularly parasitical form of subsidy."

The committee also expressed its determination to clamp down on big-space ads for personnel recruiting. Sen. Cannon had also battled for this, waving a copy of the Sunday *New York Times* before the committee and complaining that it contained "page after page" of recruiting ads, "many more devoted to reciting the virtues of the company than in attracting qualified engineers."

The committee's report on the advertising problem said it is concerned about the "pirating of personnel" from one defense contractor to another. It instructed the Secretary of Defense to write some new regulations to govern the use of recruiting ads.

■ The committee retained existing arrangements which authorize reimbursement for costs incurred to participate in exhibits at the invitation of the government. But it knocked out a provision carried in the Defense Department cost principles which permits reimbursement for exhibits "for the purpose of disseminating technical information within the contractor's industry." #

Linder's to Advertising Design

Advertising Design, San Jose, has been appointed agency for Linder's International, manufacturer of Linder's salad dressings.

Last Minute News Flashes

Genesco Interviews Agencies for Institutional Drive

NASHVILLE, Aug. 4—Genesco Inc., parent of a sprawling family of 61 divisions, is still interviewing agencies for an institutional campaign aimed at the financial and business community. Wallach-Cox, New York pr company, is doing the interviewing and will serve as liaison between the company and the new agency, since the company has no over-all ad director. Phil Wallach and Thomas Cox were director and assistant manager, respectively, of advertising and pr at H. K. Porter before setting up their own shop in 1958. In the past three months they have talked to 19 agencies, with four more lined up in the next ten days. With $330,000,000 in sales, Genesco spends more than $10,000,000 in advertising among its retail and manufacturing divisions, including Tiffany & Co.; Bonwit-Teller; Henri Bendel; Whitehouse & Hardy; I. Miller; Christian Dior; Formfit; and Rogers Lingerie.

Glass Container Institute Drops K&E

NEW YORK, Aug. 4—The Glass Container Manufacturers Institute has decided to switch its account from Kenyon & Eckhardt to one of several agencies currently being interviewed. The institute declined to comment on the change.

Packaging Corp. of America Appoints Hartman

EVANSTON, ILL., Aug. 4—Packaging Corp. of America has appointed George H. Hartman Co., Chicago, as its advertising agency. William Schopf, director of public relations and advertising, said that with the company's general offices in Evanston, the service advantages of a Chicago-based agency had become increasingly evident. Several agencies in this area were screened before the Hartman agency was selected. It takes over the account, billing approximately $400,000, Oct. 1. Carr Liggett Advertising, Cleveland, is the previous agency.

Brand Leaves Clint Frank; Other Late News

• **Perry L. Brand,** vp and chairman of the plans board of Clinton E. Frank Inc., Chicago, has resigned from the agency, and will announce his plans at a later date. Mr. Brand also was in charge of new business at the agency, and was account supervisor on Continental Oil, Curtiss Candy and Allied Florists of Illinois. Since Mr. Brand and G. Bowman Kreer, vp and creative director, moved to Frank from Campbell-Mithun three years ago (AA, July 21, '58), the Frank agency has added about $15,000,000 in billings.

• **Crown Zellerbach Corp.,** San Francisco, has named Doyle Dane Bernbach to handle its $1,000,000-plus consumer products division account, effective Jan. 1, 1962. The company has been looking for a new agency (*see Page 24 for copy of questionnaire sent to agencies*) since early June, when it terminated its relationship with Cunningham & Walsh (AA, June 5). DDB will set up a service office in San Francisco, and supervision of the account will be split between the San Francisco and Los Angeles offices.

• **Traffic Audit Bureau,** New York, is planning a reorganization of its membership, control, and financing. A revamped auditing program would institute annual audits of poster plants in all markets which have illuminated panels, increase the information in audit reports, and strengthen audit procedures. Advertisers and agencies may now hold direct membership in TAB.

• **Smith, Winters, Mabuchi,** New York agency, will open a West Coast operation in Los Angeles—Smith, Winters, Mabuchi California—Sept. 1 with offices at 1801 Beverly Blvd. Officers are Thomas Faust, formerly an account executive with Hixson & Jorgensen, president, and Guy Day, formerly an account executive with Carson/Roberts, vp. Carolyn Carey, previously with McPhail & McMahan, will be general manager.

• **Herbert Grossman,** who resigned as marketing director of Pfizer Laboratories after eight weeks on the job (AA, July 17), has joined Roche Laboratories, Nutley, N. J., as marketing manager.

• **Robert C. Gordon**, assistant publisher of *Time*, has been appointed advertising director of the magazine, effective Sept. 30. He will succeed John McLatchie, who is retiring. Mr. McLatchie will continue to serve as ad consultant for the next two-and-a-half years. He has been with *Time* for 24 years, and was named ad boss in 1954.

• **Relaxacizor Inc.,** Los Angeles reducing equipment maker, has announced appointment of L. J. Globus & Associates to handle its advertising. Billings on the account, which was formerly handled by W. B. Geissinger & Co., last year amounted to about $700,000, the company said. Most of the appropriation went into fashion magazines, with supplementary campaigns in newspapers and spot tv.

• **Sprayon Products Inc.,** Cleveland, maker of aerosol packages and industrial coatings and lubricants, has appointed Carr Liggett Advertising as its agency. The account, formerly handled by Gates-Bourgeois Advertising Agency, reportedly has been billing less than $100,000.

• **Standard Oil Co. (New Jersey),** which hasn't used magazines for its institutional advertising since Ogilvy, Benson & Mather switched to Shell Oil, will use magazines in an institutional campaign in September. Four-color spreads in six magazines will show, through illustrations done in watercolor, Jersey Standard's work around the globe. The campaign, via Needham, Louis & Brorby, will involve $280,000 this year and $950,000 in 1962.

• **Max Factor & Co.,** Los Angeles, has appointed Carson/Roberts to handle advertising for its subsidiary, Parfums Corday Inc. The account, which was recently acquired by the Los Angeles cosmetics maker, markets a line of perfumes and toilet water and was formerly with Galbraith, Hoffman & Rogers, New York. Billings are about $150,000.

• **A. Everette MacIntyre's** appointment to the Federal Trade Commission by President Kennedy has been confirmed by the Senate giving the President a majority of appointees on the FTC. Since taking office President Kennedy has appointed Paul Rand Dixon chairman to succeed Earl Kintner, former chairman, and Philip Elman to succeed Edward K. Mills, both of whom were interim Republican appointees under President Eisenhower. Mr. MacIntyre succeeds Robert Secrest, whose term expires Sept. 25.

House May Ease Proposed Rules for Drug Ads

WASHINGTON, Aug. 2—Members of a House interstate commerce subcommittee today looked for ways to tighten the Federal Trade Commission's authority over drug advertising without overloading the ads with deadly detail.

The subcommittee held a one-day hearing on H.R. 6471, which requires that ads for prescription drugs disclose the generic name of the drug, and any dangerous side effects that may result from its use. The committee chairman, Rep. Oren Harris (D., Ark.), said the subcommittee's record will remain open for "a reasonable time" to provide an opportunity for comment from interested groups.

Rep. Ancher Nelsen (R., Minn.) cautioned against the adoption of a law which would require advertisers to include unreasonable detail in their material. "I share your object," he told the author of the bill, Rep. John Dingell (D., Mich.), "but I want to be sure we clearly establish the kind of limitations which we have in mind."

■ The move for tighter FTC supervision of drug advertising received a strong boost from the investigations of the Kefauver committee. Rep. Dingell's statement for the bill quoted liberally from testimony which Sen. Kefauver secured from doctors who report that drug advertising often emphasizes only the favorable aspects of a new drug.

FTC Chairman Paul Rand Dixon also relied heavily on his experience as general counsel for the Kefauver investigation.

Committee members listened intently as he described the role of advertising in the prescription drug industry. Through intensive promotion of a new penicillin product, he said, one drug company secured more than a third of a market which amounts to more than $100,000,000 a year. While this product was promoted as free of the side effects inherent in other penicillins, it developed that this product actually has almost the same side effects.

■ "There has been increasing complaint in medical circles to the effect that much of this promotional material directed to physicians tends to emphasize only the favorable aspects of some potent new drugs. It is our opinion that the physician and particularly the general practitioner, may not have the opportunity to inform himself as to the possible harmful side effects and contra-indications of the drug," he said.

Chairman Dixon and Food & Drug Commissioner George Larrick testified that existing Federal Trade Commission law leaves a gap in the government control over drug ads.

Chairman Dixon acknowledged that drug companies often voluntarily provide doctors with the detailed Food & Drug Administration brochure disclosing the limitations on a particular drug. But he said the doctor "has already been impressed" by the ad.

■ Under H.R. 6471, ads for prescription drugs would no longer meet the truthfulness test merely by disclosing material facts, and the formula. In the future the ingredients would have to be listed by generic name, and information would be required with respect to contra-indications and side effects. FTC is also suggesting the bill be expanded to require a statement of the efficacy of the drug. #

Agency Execs Tell Stories Behind Favorite Campaigns at AA Workshop

ERNEST A. JONES
EARLE LUDGIN
WILLIAM D. TYLER

Biddle **Cone** **Weir** **Jones** **Ludgin** **Bloede** **Posey**

PASS IN REVIEW—*Walter Weir, Donahue & Coe, led a panel session reviewing print advertising at the fourth annual Summer Workshop on Creativity in Advertising, sponsored by Advertising Age. Panel members were Everett Biddle, the Biddle Co.; Fairfax Cone, Foote, Cone & Belding; Ernest Jones, MacManus, John & Adams; Earle Ludgin, Earle Ludgin & Co.; Victor Bloede, Benton & Bowles (subbing for William D. Tyler); and Chester Posey, McCann-Erickson.*

(Continued from Page 3)

Sealy mattresses as two of his favorite recent campaigns. At Rath, he said, the company began to offer hickory smoked canned hams, and sales have increased 120% in two years. Speaking of merchandising the ads, Mr. Ludgin commented: "Ads should start paying for themselves before they appear."

■ On Sealy, Mr. Ludgin said Sealy decided to widen its Posturepedic line when surveys showed that 32% of the people who bought mattresses put comfort as their most important requirement. Introductory ads for two new, softer Sealy mattresses featured luxurious comfort while making the Posturepedic selling point less prominent. While mattress industry sales are off 3% for the year, Sealy's sales have increased 15% to 20% during the first four months of the year, he reported.

• **Chester L. Posey,** senior vp and manager of the Chicago office of McCann-Erickson, explained Swift & Co.'s print and outdoor campaign using pictures of "real people" instead of professional models.

The ads resulted from a survey, he said, which showed that Swift was a "cold" company, and that Swift's Premium was a popular grade. The ads, showing "homey" pictures of people eating Swift products, were designed to make people feel "closer" to Swift, he said.

• **Ernest A. Jones,** president of MacManus, John & Adams, outlined the planning and execution of the campaign for Pontiac's Tempest compact. He laid heavy stress on the decision to explain the car's mechanical advantages—to emphasize the 112" wheelbase, four-cylinder engine, 15" wheels, balance and rear transmission. He showed how research supported the copy claims of the long, fact-packed copy, and how feedback from research helped to establish a priority of copy claims. In a question and answer session afterward, Mr. Jones said that many Tempest buyers stepped up from used-car buyer ranks, that the belief in the company was that few Pontiac buyers were diverted to Tempest, and that 400 names had been screened before settling on the name—which incidentally had been used before for a Pontiac engine.

• **Victor Bloede,** vp and creative director of Benton & Bowles, subbing for William D. Tyler, explained the launching of General Foods' Yuban coffee. He noted that the concept called for a ground Yuban to precede the instant—that it was felt that an instant does better with a "ground base" or with "parentage"—and that accordingly a regular Yuban was introduced two months before the instant. Gradually the two coffees were fused in promotion. From the beginning it was intended that Yuban be a premium coffee, not a "label off" brand; since it was not going to participate in deals, its advertising could be somewhat heavier.

■ Mr. Bloede reported that an initial theme, citing the blend's flavor which grew more pronounced while it was in the cup, was abandoned when research with housewives in six cities found the housewives thought the claim unbelievable. Instead, the agency settled on a theme emphasizing the aged beans in Yuban. At the same time, it had been experimenting with unusual closeup photography with Irving Penn, and the initial campaign had about a 70-30 split between television and newspapers, where r.o.p. color and Sunday magazines were used. Television has continued to be the major medium after introduction. Yuban still isn't in national distribution, is confined to east of the Mississippi and the West Coast. The results of the campaign are encouraging—Yuban is No. 2 instant coffee in New York and Los Angeles, and No. 3 in most of the rest of its territory. Legend says, incidentally, that the name (which General Foods has owned for years and sold a local coffee in the San Diego area under the label) was coined originally by Stanley Resor of J. Walter Thompson Co., who collapsed the first two syllables of a coffee sold by General Foods called Yuletide Banquet.

Weir Notes Fundamentals

■ The six agency executives got together later in the afternoon to review some 50 print ads. Walter Weir, chairman of the executive committee of Donahue & Coe, New York, acted as chairman for the panel.

The majority of panel members considered 25 ads above average (rated on a 1 to 10 scale), and 25 below average. There was wide divergence of opinion on many ads, but Mr. Weir noted that where there was greatest agreement "we collectively subscribe to certain fundamental principles, we have basic criteria for judging an ad good or bad."

Where differences deepened, he said, "I think you will find the ads were essentially indifferent. Our broad divergence may derive from the value we place, as individuals, on qualities we consider essential."

■ Four ads which rated highest with the panel were those for Volkswagen, Cheeses of Holland, Western Union and Dansk. In these four, Mr. Weir said, "I think you will find the following qualities:

"1. A dramatic freshness and originality of presentation which makes them at once arresting and markedly different from the other ads that surrounded them.

"2. A clarity, simplicity and obvious good taste in their physical presentation; an orderliness, a balance, a cleanness of line.

"3. A freshness of wording; copy that does not sound like copy but which is almost editorial in tone; helpful; friendly.

"4. A noticeable lack of exaggeration, high pressure and trickiness."

■ On the ads which ranked near the bottom of the scoring—L & M, Chesterfield, Underwood, Olivetti, Quaker State, Mayo Spruce, Shell, Texaco and Comet—he said: "With the exception of L & M, Chesterfield and Comet, most of these ads reflect orderliness, and, insofar as Underwood and Olivetti are concerned, a dramatic freshness in physical presentation. I think you will find these were rated as low as they were for one or more of the following reasons:

"1. Difficulty in getting the story.

"2. A not particularly bright or interesting presentation.

"3. A tired rehash of words, phrases and claims.

"4. No apparent promise of helpfulness."

■ George G. Huntington, vp and general manager of Television Bureau of Advertising, warned the workshop Tuesday evening that "too often we are advertising professionals creating ads to impress other advertising professionals, overlooking the fact that it's the product that's for sale, not the ad.

"Too often we are too busy fighting the daily fires to be able to step back and see what it is we really do when we earn our daily bread," he said. He also warned that the ad field must find new prospects if it is to grow, rather than relying on the expanded budgets of current advertisers.

"We all must find new clients by showing more basic material manufacturers that they do have publics that need to be reached, that they have an obligation to their customers' customers, that only by going to the public through their own advertising can they have a vote in the future of their own industry," Mr. Huntington said.

■ Mitch Leigh, president of Music Makers, New York, told the audience Wednesday evening that music in advertising is comparatively free of encumbrances imposed by client or agency. He said that the role of music in successful selling is gaining appreciation, that the difference between music for programs and music for commercials ("when the audience is neuter") is being recognized, and that the quality of commercials musically is improving.

Mitch Leigh

Hooper White

He showed a number of examples of the blending of music and film from commercials: Nestea; Ohio Bell Telephone Co.; Cutex; Pharmacraft's Allerest; Chemstrand Corp.; and U.S. Brewers' Foundation. He noted sardonically that a few years ago making quality commercials was unfashionable, that only more recently had admen understood that quality and selling could be combined successfully. He mentioned that he is now at work on a new march for Chesterfields.

TV Under Spotlight

■ In a leadoff session Thursday, Hooper White, manager of New York commercial production for Leo Burnett Co., presented a series of examples on how tv commercials can be made effectively at reasonable cost.

"The success of any good selling on television is founded in a basically good selling idea, *plus* the intelligent decisions to produce it in context with the idea," he said. "If the advertising budget is small, ingenuity will have to substitute for more full-blown production.

"In most cases, the best ideas—from a selling as well as budget standpoint—are the warm, simple ideas," Mr. White said. "There is too often a tendency to gild lilies in production. There is too often the hope that money in production will improve a bankrupt idea."

■ As an example of one cost-cutting procedure, Mr. White told how a radio jingle promoting the candidacy of John F. Kennedy was turned into a tv spot last summer. Ken Snyder, of Needham, Louis & Brorby, Los Angeles, wrote the lyrics, but the jingle was rejected by the candidate as being too repetitive.

The tv commercial was then created by running stills of the candidate, his family, masses of people, etc., plus signs bearing Mr. Kennedy's name, in rapid sequence in accompaniment with the jingle. "The photography and editing involved in making this a film commercial would not cost much more than $1,500," Mr. White said.

■ Another panel reviewed 15 television ads in a lively Thursday session headed by Harry Wayne McMahan, tv advertising consultant and ADVERTISING AGE columnist.

Chevrolet's "magic ride" commercial, a recent Cannes festival winner, was highly rated by Mr. McMahan, who called it "outstanding in a year of so many me-too ads from Detroit." But two other panelists, Donald Frost, vp of Bristol-Myers Co., and Edgar Kobak, New York, business consultant, director of Miles Laboratories, and former network executive, downgraded the commercial because it lacked selling points. "This is a 'fun and festival' commercial," Mr. Frost said. "It doesn't demonstrate *why* this is a 'magic ride'."

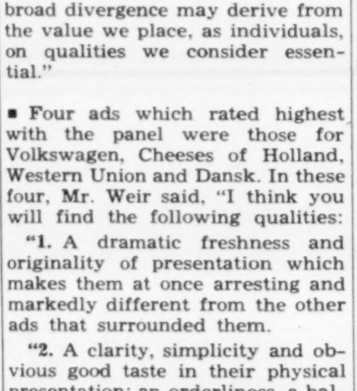
■ Mr. McMahan also favored the Brylcreem commercial featuring the "dangers" of female advances for the man who dares to use two dabs. He said the Brylcreem theme helped move the product from fourth to first place in sales in 18 months. Mr. Frost again objected to the lack of "reason why" in the spot.

■ Mr. Kobak, in discussing the Crest commercial featuring families involved in tests which led to product recognition by the American Dental Assn., commented: "I don't think the ADA should have endorsed Crest, and if I were the manufacturer I would not have accepted the endorsement."

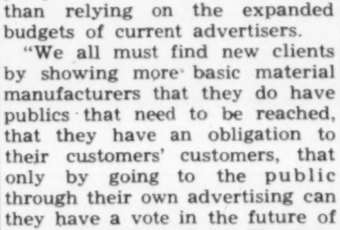
Hildred Sanders, vp in charge of radio-tv at Honig-Cooper & Harrington, another panelist, termed production qualities of the Crest ad "poorly done," but said the "real people" used added believability. Mr. Frost felt Procter & Gamble "went as far as it could" in stressing the ADA recognition of Crest.

■ A commercial for Ban, a product of Mr. Frost's company ("Ban takes the worry out of being close"), also came under scrutiny, and the Bristol-Myers vp said he felt the ads should do a "more specific selling job" on the advantages of Ban over other deodorants. Miss Sanders termed it "a splendid

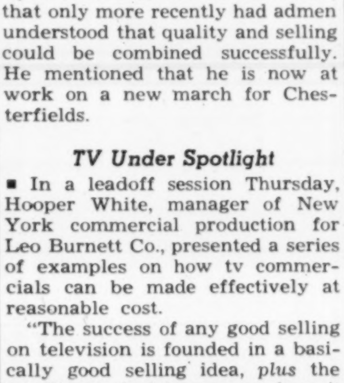
Crain, Bernstein and Britt Welcome Workshop Participants



G. D. Crain



S. R. Bernstein



Steuart Britt

commercial—a credit to the industry."

■ Mr. Kobak voiced objection to an ad for Alka-Seltzer (Miles Labs.) chiding claims by competitors. "I would never approve this commercial," he said. "Humor doesn't belong in proprietary pharmaceutical advertising." Messrs. Frost and McMahan also objected to the ad "trying to be cute," but Miss Sanders commented: "I'm not a Speedy fan, but this is one of the better ones." (Speedy is the animated Alka-Seltzer symbol.)

The panel split violently on the Dristan commercial showing clinically how the product relieves congestion, etc. For the empirical admen, it was pointed out that Dristan has gained 45% of the market, and that the market has doubled since its introduction.

■ The Dristan ad "tells the story to the people who are interested in this type of product, and doesn't care about those who are not interested," Mr. Frost said. Mr. McMahan termed it "almost impeccable in construction; it is a powerful, penetrating commercial."

On the other side, Mr. Kobak noted, "I object completely to any commercial which shows insides," and Miss Sanders declared: "I'm so tired of seeing snotty noses, stomachs full of acid and stinky armpits."

■ Humor in tv commercials was also discussed as the panel reviewed a Jax beer ad. The brewer uses animated spots with voices of Elaine May and Mike Nichols, a comedy team. Mr. McMahan said they are so popular in the south and southwest where Jax distributes that the times they are to appear are listed in tv logs. A three minute radio commercial lifted from the sound tracks has also been widely acclaimed, he said, and radio stations have offered to play it free of charge. Mr. Kobak said he felt the comedy interfered with the sales message, but Messrs. McMahan and Frost felt that beer ads can merely get a person to try the beer by creating a favorable feeling towards the product. "This is the gratitude sale," Mr. McMahan said.

Another spot reviewed was one for Nifty school notebook (St. Regis Paper Co.). The panelists agreed that it had good sales points, but several commented on poor production qualities. Mr. McMahan said that the spot was run throughout the country on a saturation basis for three weeks preceding a school term, and that it helped sell Nifty notebooks to one out of three school children in the U.S. between the first and eighth grades.

Industrial Ad Session

■ In a session on industrial advertising Richard C. Christian, president of Marsteller, Rickard, Gebhardt & Reed, and Marshall C. Lewis, general manager of the agency's Chicago office, charged that many consumer and industrial ads do not contain a key selling idea, a basic requirement in advertising.

R. C. Christian

Ed Graham

They showed slides of ads they thought were good and bad and commented on each of them. Among those they praised were ads for Gulf Oil, Mobil Oil, Maytag, Hertz (truck leasing), Northwestern Mutual Insurance, Oldsmobile (the ad ran in a publication for engineers), and Equitable Life Assurance Society of the U.S. They were critical of ads for Morse Chain Co., American Oil Co., Shell Oil, and Bethlehem Steel.

■ Mr. Lewis explained the agency's Attitude Audit, a research technique designed to get account men in the field where they can determine market-place attitudes about a client's products or services.

"In this way, we can find out what the strong and weak points are for any of our clients," Mr. Lewis said. "If a company, for example, is not doing a top-notch job in a certain service area, we will find this out. No amount of advertising will change the minds of customers until this situation is corrected."

Mr. Lewis showed slides of a new direct mail campaign which MRG&R has prepared for Clark Equipment Co., which is slated to begin in September. The major theme is an African safari with a free trip to Africa for two as the top prize. Among the mailing pieces are such items as hunting licenses, passports, African maps, and a menu from a Nairobi hotel.

Graham on Outdoor

■ In a session on outdoor advertising, Ed Graham, creative director of Outdoor Advertising Inc., New York, reported that many new designs in outdoor posters have emerged recently in Japan.

Mr. Graham devoted much of his session to the showing of films of recent European, Japanese and U.S. outdoor ads. He showed several tv spot commercials for Utica Club beer (Doyle Dane Bernbach) and Jax beer (Doherty, Clifford, Steers & Shenfield) and pointed out how the spots tied in closely with outdoor posters being run by the two brewers.

In answer to a question, Mr. Graham said he did not feel that advertisers would lose any audiences in the U.S. if they were to apply European outdoor techniques to American posters.

Graham Decries Unreality

Virginia Graham, radio and television personality and noted fund raiser, decried "accumulative thinking" in advertising, asked for a return to earlier, simpler television and greater believability. She confessed that she hadn't had a television commercial booking in five years.

Among Graham's Gripes: The infiltration of "feminine men" into television and the tv end of advertising; flat-chested models; mothers who talk hep talk to their daughters on tv; antiseptic commercials; mechanical commercials; and actors and announcers who have to use scripts or cue cards.

■ Dimka, head of Prestige Films, Paris, and co-producer of Les Films Pierre Remont, sent an hour-long film to the workshop explaining the French view of commercials. The French view: (1) no storyboards—"an unnecessary complication"; (2) no client interference—"to each his own business"; (3) agencies have no set procedure, and they don't act as barriers between producer and client; (4) it is a mistake to transfer a print campaign—"so static and boring"—to film; (5) in France, the negative of an advertising film remains the property of the producer, and a royalty must be paid for screening outside the U.S.

The French producer, said M. Dimka, is a creative man, not a business man, and not a "yes" man. He must be able to work in all techniques; he has no union problem to speak of; he conventionally works from 12 to 8 p.m. non-stop, no coffee or tea breaks. Dimka showed some 30 commercials, including those for Persil, Apollinaris water, Baranne polish, Shell, Renault, Le Chat soap, Corarile detergent, Sanforized, Orangina.

. FROST
Frost
McMahan
Sanders
Kobak

TELEVISION PANEL—*Harry Wayne McMahan, tv advertising consultant, discusses ground rules with panelists as they prepare their critique of television commercials at the fourth annual Summer Workshop on Creativity in Advertising, sponsored by Advertising Age. Donald Frost, Bristol-Myers Co.; Hildred Sanders, Honig-Cooper & Harrington; and Edgar Kobak, management consultant, participated.*

■ Lawrence E. DuPont, vp of Tracy-Locke Co., Dallas, outlined the problems inherent in handling the eight-second spot—a spot he thinks will be confined to fringe and daytime with the development of the 40-second station break. He figures an eight-second spot can handle 17 words at a leisurely pace or 22 if the announcer is a rapid-fire speaker.

Other DuPont tips: Write lean, take a client with you and let him see the problem, stick to two sets, one if possible, three only rarely; stick to selling one idea; schedule with frequency—30 a week in a market, less only if the spot is unusually memorable; stick to simplicity; don't excise spots out of longer commercials ("gives them a disembodied look"); stay away from pretty girls, who are distracting; if you use humor, remember it ages fast; it is basically reminder copy; animation eliminates residuals cost, and lets you compress action because of its association with fantasy; beware of complicated optical effects; be sure the announcer doesn't get ahead of the product; bring the product up big.

Mr. DuPont showed commercials for Dorothy Gray, Yuban coffee, Nutrena dog food, Burgemeister beer, Schlitz, Pearl beer and Mrs. Baird's bread.

■ Wesley Aves, president of Aves Advertising, Grand Rapids, Mich., asserted again that smaller agencies have to use "brains instead of money," and pointed out that the agency business is essentially a small-business operation (only 11% of 3,900 agencies bill more than $2,000,000).

He reproached most advertising for being dull, ordinary and ostentatious. He hit trade advertising, media advertising (promotion ads for newspapers, he said, have "reached a peak of drab mediocrity"), and derided consumer advertising .

He commented that the problem of many creative teams is "where shall we photograph the damn thing next?" He praised agency house ads, and the creative work of Doyle Dane Bernbach; Hal Stebbins; Papert, Koenig & Lois; David Ogilvy, Young & Rubicam; Sudler & Hennessy, Hockaday Assocites; Carson/Roberts; Smith & Dorian; Guild, Bascom & Bonfigli, among others. #

Smith-Corona Names BBDO to Handle $2,000,000 Account

(Continued from Page 1)

edly hoped Smith-Corona might agree to split its account between office equipment and other lines, thereby conceivably making McCann eligible.

■ J. Walter Thompson Co., erroneously believed to have an "inside track" in some circles, actually declined to make a presentation. In addition, there was a conflict between Eastman Kodak, handled by JWT, and Smith-Corona by virtue of its photocopier line.

Smith-Corona's method of selecting an agency had some unusual twists. First, the company mailed out eight-page questionnaires to the 20 agencies, asking about things like conflicts, organization and billings. Mr. Overlock said this "thorough" step enabled Smith-Corona to obtain information of a more extensive nature than that normally known in the trade.

Next, the seven survivors were invited to a special briefing session at the company. The four finalists were the only ones that showed up. At the request of Smith-Corona each was represented by its top official plus one other agency member.

■ Smith-Corona also had its brass present: Emerson E. Mead, president; Mr. Overlock; John Kolody, director of advertising and sales promotion; Jack Delaney, pr director; and two Smith-Corona vps and general managers of product lines—Ward Koepenic, office products, and George Burns, consumer products.

"It was our way," said Mr. Overlock, "of formally presenting the objectives of the company, based on history, future planning, and marketing strategy. We preferred to give agencies facts first-hand rather than have them watered-down by people at a non-policymaking level.

■ "Time was at a premium," he explained. "We wanted participating agencies to know everything —even, you might say, how we brush our hair. But we couldn't have our president, for example, sitting in with each agency for two and a half hours, the time the session took, in order to let agencies know how our top-level thinks. And our campaigns are imminent. They must be produced now."

■ Mr. Overlock said the session included an opening statement by Mr. Mead, followed by a question-and-answer roundtable with the four shops.

There had been some earlier reservations, said Mr. Overlock, about conducting a multi-agency meeting in this fashion, but the company finally decided it would be most beneficial for all concerned.

■ Mr. Overlock said Smith-Corona made "one limitation" on presentations, which were later conducted in the privacy of agencies' offices. "We explained that we weren't simply looking for ads, or the stuff off the top of peoples' heads which doesn't necessarily reflect their true abilities—but only some of the creative things, instead. Smith-Corona did not want agencies to spend a lot of money trying to acquire the account.

"We were more interested in their over-all thinking, and how they intended to service the business," he said.

The materials which the four finally came up with were, in Mr. Overlock's words, of the "highest caliber." He said the final choice was "very difficult," and he marveled at "what they were able to find out about the field. The agencies not only had the ability to look at multi-product lines and interpret them creatively, but they also learned our problems from a research point of view."

The Smith-Corona vp recounted to Advertising Age how the company's entire marketing structure was "reorganized" in the past eight months. This has resulted in a "direct line" setup, whereby sales heads and operations were pulled into 410 Park Ave. to work side-by-side with marketing people. The step included Smith-Corona's calculator operations in Oakland, Cal. (picked up in 1959 via purchase of Marchant), which was previously "divisionalized."

■ Mr. Overlock said the revamping "transcends all operational controls" and has ~~been~~ going on in the field, as well. "Of 300 branches, personnel in some 50 cities already are located in the same office."

Smith-Corona's present advertising ratios are about 60% consumer products, and 40% office items. The gap is extended to narrow with the further growth of such products as photocopiers, Mr. Overlock said. On the consumer front, however, the portable typewriter line is still the top seller.

■ In the electric field, Smith-Corona is "pleased" about the introduction this week of a new, carriageless Selectric model by International Business Machines, the electric pioneer whose share of market reportedly is more than 50%. "The Selectric should accelerate still more interest in electric models," Mr. Overlock went on, "and we expect this will help solidify our No. 2 position. In fact, the interest should flow down into our portable electric line."

CHARLES A. BORROFF

CHICAGO, Aug. 5—Charles A. Borroff, 69, with the sales department of Partridge & Anderson Co., Chicago, manufacturer of advertising plates and mats, for 35 years, died July 28. Mr. Borroff was past president of the Chicago Employing Stereotypers Assn.

SAMUEL S. GREENBERG

HARTFORD, Aug. 2—Samuel S. Greenberg, 68, founder of Maxwell-Davis Inc., advertising agency, died July 29 at his apartment here.

Mr. Greenberg had retired as president of the company four years ago.

Expenditures of 200 Top Farm Paper Advertisers

January-June, 1961 and 1960

Compiled by Farm Publication Reports Inc.

(Based on Figures from 38 Publications)

Rank	Advertiser	First 6 Mos. 1961	First 6 Mos. 1960
1.	International Harvester Co.	$ 977,952	$ 886,307
2.	Ford Motor Co.	893,307	1,084,354
3.	General Motors Corp.	690,308	950,845
	General Motors	169,427	—
	A C Spark Plug	113,200	—
	Chevrolet	344,725	—
	Delco-Remy	33,990	—
	Frigidaire	27,635	—
	Oldsmobile	1,331	—
4.	American Cyanamid Co.	642,837	709,440
5.	Deere & Company	562,531	493,397
6.	Massey-Ferguson	555,264	517,953
7.	Allis Chalmers	420,514	393,909
8.	Ralston Purina Co.	364,572	459,614
9.	Vick Chemical Co.	342,413	228,304
	Dr. Hess & Clark	342,413	—
10.	Sperry-Rand Corp.	310,294	411,680
	New Holland Machine	310,294	—
11.	Firestone Tire & Rubber Co.	302,598	315,282
12.	Goodyear Tire & Rubber Co.	295,501	302,543
13.	American Oil Co.	263,279	256,298
	American Oil	25,260	—
	Standard Oil (Indiana)	238,019	—
14.	J. I. Case Co.	259,800	202,663
15.	Champion Spark Plug Co.	258,700	195,720
16.	Chas. Pfizer & Co.	257,208	253,457
17.	R. J. Reynolds Co.	222,344	200,493
18.	Spencer Chemical Co.	222,228	142,238
19.	Allied Chemical & Dye	215,277	199,369
	Allied Chemical & Dye	196,995	—
	General Chemical division	18,282	—
20.	Oliver Corp.	208,738	234,333
21.	B. F. Goodrich Co.	201,982	168,050
22.	American T&T	195,247	241,576
	American T&T	182,226	—
	Illinois Bell Telephone	2,360	—
	Northwestern Bell Telephone	10,661	—
23.	Phillips Petroleum Co.	184,683	164,208
24.	Nutrena Mills	167,645	99,474
	Cargill	40,785	—
	Nutrena Mills	126,860	—
25.	U.S. Steel Corp.	159,179	181,559
	American Steel & Wire	99,703	—
	Tennessee Coal & Iron	47,207	—
	U.S. Steel Corp.	12,269	—
26.	Kraft Foods Co.	158,046	145,879
27.	Abbott Laboratories	157,079	127,601
28.	Gehl Bros. Mfg. Co.	156,092	133,124
29.	Shell Oil Co.	149,465	118,839
	Shell Chemical Corp.	149,465	—
30.	American Home Products Corp.	141,663	173,806
	Ft. Dodge Lab.	37,343	—
	Whitehall Pharmacal	81,820	—
	Wyeth Laboratories	22,500	—
31.	Geigy Chemical Corp.	134,012	132,192
32.	Virginia-Carolina Chemical	133,245	190,019
33.	Skelly Oil Co.	133,096	133,178
34.	California Spray-Chemical	129,897	82,148
35.	DeKalb Agricultural Assn.	129,753	163,325
36.	Monsanto Chemical Co.	121,046	140,812
37.	Minneapolis Moline Co.	120,255	198,033
38.	Northrup, King & Co.	120,077	141,650
39.	E. I. du Pont de Nemours	119,714	145,969
	DuPont Grasseli Chemicals	84,002	—
	Remington Arms Co.	35,712	—
40.	State Farm Insurance Co.	119,331	134,308
41.	Moorman Mfg. Co.	118,069	111,561
42.	American Tobacco Co.	115,600	120,990
43.	Socony Mobil Oil Co.	112,418	83,019
44.	Armour & Co.	111,912	148,255
	Armour & Co.	29,304	—
	Armour Fertilizer Works	82,608	—
45.	New York Life Insurance	109,090	135,840
46.	Swift & Co.	102,406	118,289
47.	Funk Bros. Seed Co.	101,723	95,201
48.	Sterling Drug	100,865	25,047
	Breon Laboratories	13,882	—
	D Con Co.	66,955	—
	Glenbrook Laboratories	20,028	—
49.	McMillen Feed Mills	99,127	133,256
50.	Avco Mfg. Co.	95,665	80,214
	Ezee Flow division	3,069	—
	New Idea division	92,596	—
51.	Merck & Co.	94,977	97,759
52.	Murphy Products Co.	92,629	63,360
53.	Keystone Steel & Wire Co.	91,507	75,805
54.	Kewanee Machinery & Conveyor	86,847	79,358
55.	Olin Mathieson Chemical	86,645	137,999
	Olin Mathieson Chemical	43,909	—
	E. R. Squibb & Son	42,736	—
56.	Weyerhauser Sales Co.	$ 85,585	$ 68,195
57.	Equitable Life Assurance Society	82,580	56,630
58.	Butler Mfg. Co.	81,632	65,661
59.	Pfister Associated Growers	81,130	86,683
60.	Armco Steel Corp.	78,618	81,505
	Armco Drainage & Metal	26,056	—
	Armco Steel Corp.	1,334	—
	Sheffield Steel	51,228	—
61.	Amchem Products	78,395	53,928
62.	Food Machinery & Chemical	77,760	88,923
	John Bean division	18,913	—
	Bolens Products division	5,560	—
	Food Machinery & Chemical	2,880	—
	Niagara Chemical division	30,183	—
	Oakes Mfg. Co.	5,913	—
	Peerless Pump division	14,311	—
63.	Texas Co.	77,060	128,170
64.	McCulloch Motors Corp.	76,822	5,621
65.	Morton Salt Co.	76,260	96,280
66.	General Electric Co.	76,075	153,094
	General Electric Co.	75,818	—
	Hotpoint Co.	257	—
67.	Prudential Insurance	74,282	15,120
68.	James Mfg. Co.	73,203	52,350
69.	Chrysler Corp.	72,486	154,515
	Chrysler Corp.	846	—
	Dodge division	71,640	—
70.	American Agricultural Chemical	71,554	133,666
71.	Commercial Solvent Corp.	70,049	97,158
72.	DeLaval Separator Co.	69,481	93,423
73.	Illinois Farm Supply Co.	69,360	70,706
74.	General Foods Corp.	68,475	66,130
75.	Farm Bureau	67,966	51,768
76.	Liggett & Myers	65,395	—
77.	Farmhand Co.	62,655	78,624
78.	Dow Chemical Co.	62,084	125,801
79.	Eli Lilly & Co.	61,659	248,739
80.	Volkswagen of America	58,581	7,732
81.	L P Gas Service	57,831	43,192
82.	Philip Morris Inc.	57,715	—
83.	California Packing Corp.	57,406	51,319
84.	Balfour Guthrie & Co.	57,240	35,275
85.	Smith-Douglas Co.	56,916	67,274
86.	Western Auto Supply Co.	56,910	93,190
87.	F. S. Royster Guano Co.	56,401	64,882
88.	Chemagro Corp.	56,214	52,500
89.	Kellogg Co.	55,880	43,195
90.	Behlen Mfg. Co.	55,196	27,038
91.	Consumers Cooperative	54,024	35,442
92.	J. Watkins & Co.	53,450	53,172
93.	Fox River Tractor Co.	53,323	63,000
94.	Allied Mills Inc.	53,279	52,778
95.	Continental Oil Co.	52,719	53,778
96.	Babson Bros. Co.	52,353	63,510
97.	Land O'Lakes Creameries	51,273	44,017
98.	Nestle Co.	49,481	—
99.	Electric Auto-Lite Co.	49,440	40,515
100.	Pioneer Hi-Bred Corn Co.	48,427	65,760
101.	Douglas Fir Plywood Assn.	48,389	34,651
102.	Eaton Mfg. Co.	48,375	61,820
103.	Corn Products Refining Co.	48,240	55,749
	Best Foods division	13,300	—
	Wirthmore Feeds	34,940	—
104.	Federal Chemical Co.	46,421	34,336
105.	Florida Citrus Commission	45,908	93,735
106.	Cities Service Co.	45,482	47,560
107.	A. O. Smith Corp.	44,726	74,381
108.	Union Carbide & Carbon	44,605	58,992
	Union Carbide Chemicals	44,605	—
109.	Carnation Co.	44,248	120,832
	Albers Milling Co.	23,986	—
	Carnation Co.	20,262	—
110.	Perfect Circle Corp.	43,500	23,706
111.	Portland Cement Assn.	43,478	62,370
112.	Hercules Powder Co.	42,593	26,371
113.	Anchor Serum Co.	41,758	31,175
114.	Western Land Roller Co.	41,143	38,300
115.	Western Condensing Co.	40,267	52,969
116.	Gambles Stores	39,693	49,324
117.	Badger Northland Inc.	39,234	35,521
118.	F. E. Myers Bros. Co.	39,070	40,881
119.	Atlas Supply Co.	38,800	19,460
120.	Pepsi-Cola Co.	38,180	5,495
121.	Citrus Processors	37,906	16,897
122.	Drackett Co.	37,890	31,615
123.	General Tire & Rubber Co.	37,611	—
124.	Singer Mfg. Co.	36,884	62,277
125.	Esso Standard Oil Co.	36,615	45,315
126.	Wisconsin Motor Corp.	$ 36,534	$ 52,099
127.	Kentile Inc.	36,163	34,006
128.	Edison Electric Institute	36,050	—
129.	H. D. Hudson Mfg. Co.	35,925	41,391
130.	Hartford Fire Insurance Co.	35,820	12,160
131.	Kelly Springfield Tire Co.	35,820	22,500
132.	Colorado Fuel & Iron	35,652	44,620
133.	Hesston Mfg. Co.	35,219	33,895
134.	Simplicity Pattern Co.	34,546	32,550
135.	Standard Brands	34,156	129,340
136.	Dairy Equipment Co.	33,973	55,644
137.	Clay Equipment Co.	33,436	15,757
138.	W. R. Grace & Co.	33,072	20,156
	Davison Chemical Co.	33,072	—
139.	M. W. Gear Co.	32,936	24,657
140.	Gold Seal Co.	32,596	—
141.	Dempster Mill Mfg. Co.	32,507	20,690
142.	Caterpillar Tractor Co.	32,465	66,197
143.	Stauffer Chemical Co.	31,694	43,200
144.	National Steel Corp.	31,201	39,179
	Stran Steel Corp.	12,946	—
	Weirton Steel Co.	18,255	—
145.	Republic Steel Corp.	31,055	55,583
146.	Stark Bros. Nurseries & Orchard	30,896	29,224
147.	Davie Rose Co.	30,630	25,060
148.	Norwich Pharmacal Co.	30,545	37,335
149.	Velsicol Corp.	30,350	27,014
150.	H. J. Heinz Co.	30,030	16,019
151.	Olson Rug Co.	29,745	52,836
152.	Paul Mueller Co.	29,688	16,435
153.	H. D. Lee Co.	29,222	24,288
154.	Gravely Tractors	29,205	32,440
155.	Coast to Coast	29,152	27,156
156.	Dr. Le Gear	28,976	11,870
157.	Brillion Iron Works	28,478	34,922
158.	Coats & Clarks Sales Corp.	28,475	27,475
159.	Lundell Mfg. Co.	28,407	21,741
160.	Pittsburgh Plate Glass Co.	28,275	33,705
	Columbia Southern Chemical	1,595	—
	Pittsburgh Plate Glass Co.	26,680	—
161.	Oelwein Chemical Co.	28,014	36,676
162.	Starline Inc.	27,881	26,717
163.	Meyer Mfg. Co.	27,785	42,374
164.	Nationwide Insurance Co.	27,657	1,180
165.	J. R. Simplot Co.	27,266	8,174
166.	Oyster Shell Products Corp.	27,240	30,198
167.	Standard Oil Co. of Ohio	27,108	23,614
	Sohio Chemical Co.	9,988	—
	Standard Oil Co. of Ohio	17,120	—
168.	Colgate-Palmolive Co.	26,410	52,088
169.	National Biscuit Co.	26,350	19,150
170.	Maes Milkers Inc.	26,251	22,176
171.	Interstate Nurseries	25,971	22,153
172.	Babcock Poultry Farms	25,357	21,266
173.	Heisdorf & Nelson	25,221	19,462
174.	Wright Power Saw Co.	25,124	17,199
175.	H. W. Naylor Co.	25,004	34,539
176.	Gulf Oil Corp.	24,900	11,213
177.	Excelsior Institute	24,743	30,522
178.	Zero Mfg. Co.	24,202	18,315
179.	Asphalt Institute	23,880	22,500
180.	John W. Eshelman & Sons	23,360	26,204
181.	U.S. Rubber Co.	22,912	57,710
	Naugatuck Chemical	22,912	—
182.	Penn Salt Mfg. Co.	22,508	4,515
183.	Granite City Steel Co.	22,454	35,520
184.	Murine Co.	22,360	21,760
185.	Hahn Inc.	22,215	27,138
186.	Glidden Co.	22,100	23,700
187.	Pillsbury Co.	21,925	39,371
188.	Pioneer Corn Co.	21,716	14,946
189.	Bank of America	21,572	18,120
190.	Investor Owned Electric Light & Power	21,540	—
191.	Michigan Bulb Co.	21,120	18,199
192.	Eastern States Exchange	21,074	14,870
193.	Servis Equipment Co.	21,044	17,024
194.	Studebaker-Packard Corp.	20,854	42,866
	Gering Plastics	1,933	—
	Studebaker-Packard Corp.	18,921	—
195.	Walnut Grove Products Co.	20,721	10,519
196.	Farmers Union Central	20,700	18,543
197.	Char-Lynn Co.	20,543	24,059
198.	Cooperative Gulf Exchange	20,540	38,638
199.	Our Own Hardware Co.	20,283	17,845
200.	Gandy Co.	20,147	5,296
	TOTALS	$18,743,239	$19,211,396

Aubrey, Finlay Names Four

Aubrey, Finlay, Marley & Hodgson, Chicago, has appointed four copywriters. They are David Carew, formerly in charge of engine advertising of West Bend Outboard Motors; Charles Calkins, formerly creative director of Beals Advertising, Oklahoma City; Lennart Carlson, previously assistant retail ad manager of John Plain & Co.; and Donald Wink, formerly copywriter of Buchen Advertising.

Sanders Names Newman

Roy Newman, formerly Dallas manager of KFJZ, Ft. Worth, has been appointed to head the new business department of Sanders Advertising Agency, Dallas.

This Week in Washington . . .

When Congress Adjourns Committees Will Start Fussing about Marketing

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 3—Congress is beginning to think about a September adjournment. So the ad business had better batten down for a series of Washington hurricanes in the early fall.

Congress has an unusually large number of committees nibbling at the marketing world. Once the formal business of the House and Senate has been completed, these committees will shift into high gear.

These investigations of marketing have become an increasingly attractive field of activity for members of Congress. The average congressman can't do much about the Berlin situation. But he can raise quite a fuss about marketing abuses that irritate his constituents.

▪ These investigations draw an impressive amount of mail. The folks back home feel very strongly about some of these problems which Congress has been investigating, and there is an unusually heavy percentage of "there-ought-to-be-a-law" letters.

Here are some examples of the kinds of problems the marketing world will be hearing about:

• **Drug Advertising**—Several weeks ago the Kefauver subcommittee subpoenaed documents from a number of ad agencies and organizations involved in the promotion of certain drugs. Reportedly there will be a full-blown hearing on medical advertising activity late in September or during October.

The Kefauver committee has already set the stage for some extensive changes in the laws governing the kind of claims that may be made in medical advertising. Since it probably does not need more evidence on this point, it should be assumed that the new hearings on drug advertising will have a different purpose.

The phrase "inter-relation" has been used within the committee staff to describe the aim of the new study of drug advertising. Reportedly, this means the subpoenaed information is being examined in the hope that the committee can find some kind of working arrangements involving ad agencies, drug companies, publications and other media for disseminating information.

▪ Meanwhile, the Kefauver committee has already gone a long way toward making a case for new legislation to tighten up on copy claims in ads for prescription drugs. During the past two weeks it heard a number of eminent medical authorities complain about the quality and quantity of promotion material put out by drug companies.

The *Washington Star* candidly stated editorially at the end of the hearing that it had tended to accept the judgment of the American Medical Assn., which has opposed the adoption of new ad restrictions, but that its inclinations were changed by the testimony which the Kefauver committee received.

▪ Kefauver still has not made any move to get a law passed. His bill, S. 1552, covers a multitude of subjects in addition to advertising. Some, like compulsory licensing of drug patents, are highly controversial, and Kefauver apparently is not inclined to settle for what is attainable now.

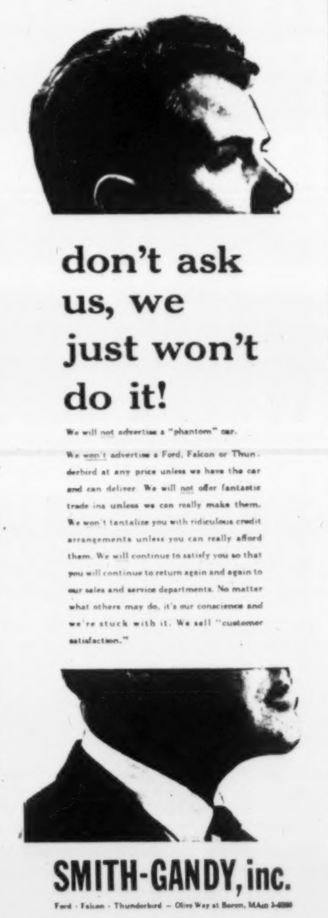
On the House side, however, Rep. John Dingell (D., Mich.) has taken a more pragmatic view. His bill (H.R. 6471) concerns itself only with tighter disclosure requirements for drug ads. It got a sympathetic hearing at the House interstate commerce subcommittee on health and safety this week, and there is every indication that the committee chairman, Rep. Oren Harris (D., Ark.) takes this subject seriously.

• **Juvenile Delinquency**—The advertising agencies came off on the side of the angels at the hearings of the Senate subcommittee on juvenile delinquency, conducted by Sen. Thomas Dodd (D., N. J.) last Friday *(see story on Page 2)*. But it isn't necessarily going to continue that way.

While this investigation doesn't seem to be focusing on any particular legislative remedy, it is likely to be with us for a long time. The subcommittee is heavily staffed, and seems to have accumulated an almost unlimited—and continually increasing—amount of embarrassing material from industry files. It apparently expects to continue feeding out this material to needle the Federal Communications Commission and the industry into mending their allegedly evil ways.

▪ Drawing on a series of rather fascinating documents which had been obtained under subpoena from the Ziv files, the subcommittee looked into a behind-the-scenes tug-of-war over the story approaches that were to be used in Ziv's 1959-'60 series, "The Man and the Challenge." If these documents are to be believed, the agencies were interested in a wholesome series, free from the usual sex and violence.

The subcommittee certainly got the impression that the agencies worked effectively to help Ziv fight off NBC "demands" for a series which put more emphasis on sex.



don't ask us, we just won't do it!

We will not advertise a "phantom" car.

We won't advertise a Ford, Falcon or Thunderbird at any price unless we have the car and can deliver. We will not offer fantastic trade ins unless we can really make them. We won't tantalize you with ridiculous credit arrangements unless you can really afford them. We will continue to satisfy you so that you will continue to return again and again to our sales and service departments. No matter what others may do, it's our conscience and we're stuck with it. We sell "customer satisfaction."

SMITH-GANDY, inc.

Ford · Falcon · Thunderbird — Olive Way at Boren, MAin 3-6800

NO PHANTOMS—*Smith-Gandy, major downtown Seattle Ford agency, uses ads like this at intervals to crack at practices that plague the auto retailer. This ad ran in the July 29 Post-Intelligencer. It was placed direct.*

▪ Some time this fall the juvenile delinquency subcommittee will be dipping into the big accumulation of subpoenaed files once again. In all probability, some advertisers and agencies are going to turn up in a less praiseworthy role.

So far, however, the investigation suggests that it is a gross error to assume that the advertiser's sole influence in tv programming is on the side of sensationalism, and higher ratings. In the case of "The Man and the Challenge," John Daly, vp of Doyle Dane Bernbach, told the investigators: "It was most important to our client (Chemstrand) that a clean atmosphere be reflected from any show that they sponsored. They are a major corporation of considerable stature and with a most desirable corporate image with their consumer customers."

▪ In its studies of some of the more violent tv programs, however, the subcommittee has found instances where agencies and sponsors are less concerned about a "clean atmosphere," as long as it does not brush over onto the commercial.

Files obtained from one of tv's more violent shows include a substantial amount of correspondence about the sponsors. Occasionally there is a reservation about the amount of violence. More often there is a notation that the sponsor objects to so much violence immediately preceding the commercial. Or he objects to having a particularly violent episode used on the week when he is the major sponsor of the program.

▪ The subcommittee wondered last Friday about the sponsors of the new ABC series, "The Corrupters." The subcommittee showed some very violent scenes from a pilot for this series. It reported this was the pilot that was used when the program was sold.

The subcommittee also had a stack of reports from ABC continuity editors, labeling some of the material unacceptable. Also a letter from Thomas Moore, ABC vp for programming, which stated that as of July 19 the pilot had not been accepted by ABC.

Producers of the program explained that the disputed scenes have now been clipped from the program. They contended the uncut version was used because time did not permit them to do a complete job before showing the pilot.

Paul Laskin, subcommittee counsel, asked: "Don't you feel that the sponsors who signed for the show came away with the view that the level of crime and violence and brutality would be typical of subsequent episodes?"

"Some of them may have," was the reply from the producer of the show. One of them, Lever Bros., wanted reassurance about the level of violence. Meetings were held in Hollywood and New York. "By that time we had several scripts in various drafts. We discussed them. They found it quite acceptable."

• **Labeling**—At its first series of hearings on labeling last month the subcommittee on consumer frauds, under Sen. Philip A. Hart (D., Mich.) wasn't pointing a finger of guilt at anyone. But it is deeply concerned about a trend toward deceptive packing and labels, particularly in the food field.

Some time this fall the subcommittee expects to call retailers, food processors and government officials. No subpoenaed files will figure in this hearing, because the packages speak for themselves.

Since the initial set of hearings, the subcommittee has received a deluge of mail. Often it includes labels clipped from packages of some of our most prominent nationally advertised foods and soaps. With so many responsible companies involved in this dubious practice, each mail tends to fortify the feeling that something is radically wrong with the existing law.

▪ The subcommittee seems to be heading toward some kind of new law to reduce the danger that consumers will be deceived about the amount they get when they pick a package from a shelf. As a minimum, it may recommend legislation to make certain that contents are clearly and conspicuously disclosed in an easy-to-find place.

A law of this kind apparently faces little opposition, and might even have considerable support from industry. However, the subcommittee also is studying some other ideas, which would not be easy to swallow. For example, a law prohibiting the use of qualifying words on labels, such as "giant pint size." Or a law which standardizes package sizes, so that the housewife could compare values offered by competing brands without unlimbering a slide rule. #

Standard of Kentucky Wins Court Round vs. Humble Oil

Standard Oil of Kentucky won the first round in a court battle with Humble Oil & Refining Co. over rights to the "Esso" trademark in Mississippi, when U. S. District Court Judge Harold Cox denied Humble's request that Standard of Kentucky be forced to postpone its scheduled examination of Humble and Standard Oil Co. (New Jersey) officials and documents. Humble contended that Standard should wait until after filing its plea.

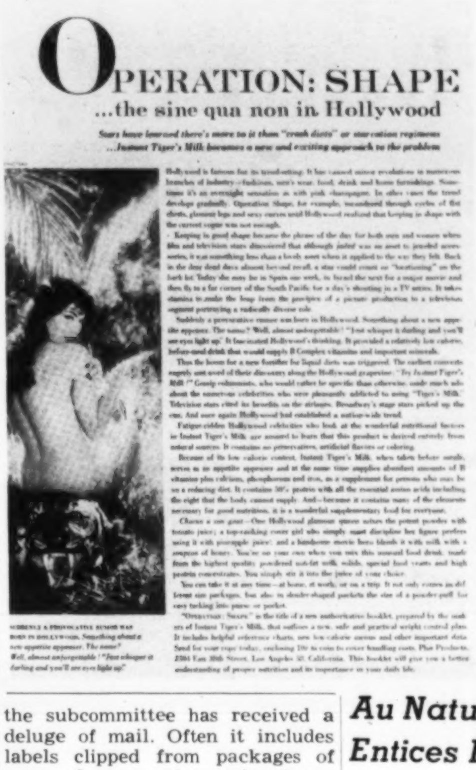
The suit, filed by Humble, challenges Standard's claim of priority of usage in the matter of the Esso trademark.

Walker Joins 'New York News'

Vincent P. Walker has been appointed Detroit area representative of the *New York News*, succeeding the late James J. Coyle. Mr. Walker was previously with Detroit Gravure Corp., Hearst Advertising Service, and the *Detroit Free Press*.

'Retail Lumberman' Sold

Retail Lumberman, Kansas City, Mo., has been sold to Retail Lumberman Publishing Co., wholly owned subsidiary of Southwestern Lumberman's Assn., Kansas City. Former owner and publisher Charles W. Hestwood has retired after 41 years with the publication.



OPERATION: SHAPE

...the sine qua non in Hollywood

Stars have learned there's more to it than "crash diets" or starvation regimens ...Instant Tiger's Milk becomes a new and exciting approach to the problem

APPETITE APPEASER—*Plus Products, Los Angeles, is introducing a new powdered appetite appeaser, Tiger's Milk, via b&w ads like this in Cosmopolitan, Glamour and Vogue. The tiger on which the model rests her derriere, incidentally, is not real, according to the advertiser.*

Au Naturel Femme Entices Readers to Try Tiger's Milk

LOS ANGELES, Aug. 2—Any of you advertising people hear that provocative rumor from Hollywood about a product called "Tiger's Milk?"

If you haven't, take a look at this month's issue of *Cosmopolitan*, *Glamour* or *Vogue*. There you'll see a b&w ad, via Will Grant Advertising Agency here, featuring a lovely *femme* who sits—*au naturel*—on the fearsomely fanged head of a snarling tiger. The headline on this bit of whimsy proclaims, "Operation Shape—the *sine qua non* in Hollywood."

And if that isn't enough to pique your interest, read the copy.

Everybody in Hollywood, it seems, has heard about Tiger's Milk. Gossip columnists, says the copy, make much ado about film stars who are "pleasantly addicted" to it, while even "fatigue-ridden" Hollywood celebrities are "amazed to learn that this product is derived from natural sources."

▪ In case all this leaves the reader a bit non plussed, the copy explains further that Tiger's Milk is one of these vitamin-fortified, low-calorie appetite appeasers—of the kind you spike your orange juice with—which the maker, Plus Products, implies will help a gal become as slim as a fly's leg.

"*Chacun a son gout*," continues the ad. "One Hollywood glamour queen mixes the potent powder with tomato juice; a top-ranking cover girl who simply must discipline her figure prefers using it with pineapple juice; and a handsome movie hero blends it with milk and a *soupcon* of honey."

At any rate, Tiger's Milk comes in a variety of package sizes, copy concludes, and can be taken anytime or anywhere.

In other words, *Chacun a son gout*. #

Drycleaners Plan Campaign

The Professional Drycleaners of Oklahoma will launch a statewide tv campaign during the week of Aug. 13. The campaign's theme, "A *Professional* Drycleaner *Cares* for Your Clothes," will be featured in spot announcements on Oklahoma City, Tulsa and Lawton tv stations. Ackerman Associates, Oklahoma City, handles the account.

Jones Names Ganon VP

Stuart M. Ganon, creative director of Ralph H. Jones Co., Cincinnati, has been elected vp of the agency.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

ADVERTISING SPACE SALESMAN to represent established group of merchandising trade magazines out of Cleveland; territory; Northern Ohio, Indiana, Michigan and Western New York. Salary plus commission and expenses.

Box 5094, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

LEADING TRADE PUBLICATIONS NEEDS VERSATILE YOUNG MAN FOR NEW YORK OFFICE!

Here's an exciting challenge to a young man with an eye on a future in the publishing business. An opportunity to work with top-caliber ad and editorial people in sales promotion, the development of marketing materials, and editorial presentations. If you're versatile, and possess imagination you could be the man we're looking for. Prior publishing or agency experience is helpful. Write IMMEDIATELY for a New York interview to:

Box 5095, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service. **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave. New York 11, N.Y.

HELP WANTED

ACCOUNT EXECUTIVE/COPY CHIEF

Outstanding opportunity for a top level copy-contact man. Contact goes up to the V.P. level. Copy includes supervising your staff and shirt sleeve writing on your own typewriter. A unique combination? We want an exceptional man! Our organization serves clients in P-O-P, direct mail, catalogs, retail newspaper ads and all forms of photography. You will be a senior executive in our midwestern office. Experience with home entertainment products will be useful. Solid knowledge of marketing conditions is a must. You will plan programs, sell them to the client and see they are well executed. You have the experience. We expect to teach you our business, not yours. We expect you are over 35 and we know your salary will be five comfortable figures. Now tell us your story.

Box 5096, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave., New York 11, N.Y.

COPYWRITER-TOURISM
LOCATE IN S.E. ASIA

Imagination, creativity, ability to work on own initiative. Age 25-45. Send resume.

Box 5098, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ......media ......production ......sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Excellent opportunity for young man qualified to sell advertising printing or commercial printing. Some experience desired, or experience in allied fields helpful. Old, well established company offering fine productive potential for good future. Large southeastern city. For interview write complete resume of qualifications to:

Box 5097, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE-WRITER

Who wants to raise his family in a fresh air community where he'll have time and energy left to enjoy it. In one of the nation's outstanding graphic arts centers but with spring fed lakes, sailing, fishing nearby. He must be able to write clearly and with imagination. Opportunity is unlimited in this growing agency with a 44-year record of sales success for clients that stay with it for a long, long time. Look us up in the agency list and write us why you're the man.

Lamport, Fox, Prell & Dolk, Inc.
825 J.M.S. Bldg., South Bend 1, Ind.

POSITIONS WANTED

ART DIRECTOR-CREATIVE LAYOUT

Strong industrial, collateral. Crisp layouts. Can run Art Dept. 13 yrs. Agency, Litho. exp. Relocate out of Chicago in Midwest. Age 38. 12M. Now employed.

Box 5099, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SLUGGING AD SALES MANAGER

Busy (but growing out of the job) space sales mgr WILL develop ad sales for publication in growth field with untapped potential, top producer, leader. Consumer, trade book, consumers goods background.

Box 5100, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTISTS Avail.—Free-lance, creative design, copy, photos, paste-up. Printing. All your needs; booklets, packaging, etc. Chicago: **MI 2-4108, Leonard.**

HARD-GOODS PRO—AD MGR OR A.E.

13 years of creative, sales-making advertising and merchandising on appliances, TV sets and radios at retail, wholesale, trade publication editorial and 4A agencies levels. Sound idea man and professional copywriter. 35 years old and employed but eager to enhance my future . . . and your company's. Would like to stay in N.Y. at about $20M. If nothing else, use my resume as a criterion.

Box 5106, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

PROMOTION WRITER

12 years experience merged with art, production and administrative know-how; 6 yrs. publishing; 5 yrs. retail, 1 yr. adv. agency; specialize in direct mail.

Box 5110, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEASONED ADVG., MDSG. AND CREATIVE IDEA ACCOUNT EXECUTIVE

$75,000 immediate billing. Available Sept. 15. Fully conversant with every phase of agency procedure and operation. Best client and financial references.

Box 5101, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Broad S. Market food Adv. & Prom. background. Good writer, editor, P. R. man. Versatile w/initiative, ideas & sales sense. 32, family, emplyd. Seek opptny. w/consumer firm, agency, media.

Box 5102, ADVERTISING AGE
630 Third Ave., New York 17, New York

SEEKS AGENCY CHALLENGE
GROWTH OPPORTUNITY

Young family man, expd. all phases print media. Strong adv, promotion, production background. Ideal for media or acct. contact. Will relocate.

Box 5103, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JOB WANTED IN LOS ANGELES

Midwest large-city advertising executive wishes to relocate in LOS ANGELES for family reasons. Age early 50's. College graduate. Have worked for only 3 different ownerships. Experienced selling newspaper and radio advertising (presently executive) but gladly consider magazine, rep, direct mail, printing, syndicate (reasonable travel) or Advertising Agency. Have been "forced" to write considerable copy. Have contact that might yield new "acorn" accounts for agency. Will be in LOS ANGELES next month. Please write:

Box 5103, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE—Excellent creative background in industrial and consumer advertising. The 'know-How' to work closely with clients. Also an active pilot able to cover distant clients in minimum time. **Frank W. Raymond Jr., 433 S. Prospect Ave., Park Ridge, Illinois TAlcott 5-5536**

DETROIT AREA SPACE SALESMAN

With 15 years experience selling one magazine wants an additional publication. Well acquainted with all major agencies in my territory. Travel Southeast Michigan and Northwest Ohio.

Box 5104, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

WRITER—FREELANCE

Food—Fashions—Catalogue. Top National Accounts & Agencies Experience. Original — Dependable — Reasonable.

Box 5105, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEASONED FOOD & PKG. GOODS

Account executive. From agency to mfr. . . . from creative to sales prom. 11 yrs exp. with blue chip accts. Prefer Chicago.

Box 5107, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

ATLANTA—SOUTH EAST STATES

Rep. wanted to handle well established trade magazines & directories published in Europe. Growing potential.

Box 27 Q 53, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

BUSINESS OPPORTUNITIES

AGENCY FOR SALE. Principal deceased. Annual billing approx. $750,000. Submit written offers to **Arthur Wagner, Attorney, 32 Broadway, N.Y.C.**

NEED PR IN NEW YORK?

Top contacts, ideas, all media. Give 3 on-the-spot "pros" your PR, publicity or promotion jobs in N.Y.—to get MORE from the market. Agency work invited.

Box 5108, ADVERTISING AGE
630 Third Ave., New York 17, New York

Harried publisher of successful trade properties and textbooks ready to sell. $250,000 annual volume and growing. Price $200,000. Will take part cash, part stock in public company.

Box 5109, ADVERTISING AGE
630 Third Ave., New York 17, New York

SOUTHERN PUBLISHER WANTS TO PURCHASE $200,000 WORTH OF TRADE PUBLICATIONS

Well established southern publishing company operating 17 years seeks several trade publications either national or regional in scope. Must be well established, have good potential and consistent, advertising revenue. Will pay top price, either cash or terms. **Write Publisher, P. O. Box 1228, Pensacola, Florida.**

REDUCE YOUR MAILING COSTS AT OUR EXPENSE! !

We coordinate national, prestige stature, advertisers for cooperative mailings . . . a proven, successful service. We are not a mailing service—basically coordinators. **"ad-mail" PUBLISHERS—225 W. 34 St., N.Y. 1**

MISCELLANEOUS

Press time open on annual basis to print monthly periodical to 100M or 200M copies. Web letterpress. 16 to 64 pages, type size 9¼" by 13". Spot color one side. Can handle compositions and stereo. Plant in Poughkeepsie, N.Y.

A. J. Hall, Box 514, Ithaca, N.Y.

CREATIVE HOUSE PERSONNEL

PURELY PERSONNEL

Once upon a time, an Arab was thrown into jail. He spent years in his cell plotting fruitless methods of escape.

One day, he tried the door and found it had no lock. So he walked out to his freedom.

There must be a moral here for those seeking escape—but who are we to moralize?

WHAT'S IN A NAME?

We had a friend called Joe Blopenlooper who couldn't stand his name. So he had it changed to Harry.

We're wondering if we should change ours, too.

There are still some who think Creative House places only writers and artists and not all the other people in advertising.

That's because we're called *Creative* House. See?

So what do they think Burnett is selling? Vanilla?

THINK SMALL

Small agencies can be fun.

You get a chance to spread your wings and you're in on everything.

We have these jobs in agencies billing under $3,000,000:

Account Supervisor	$20,000
Copy Chief	15,000
Copywriters (3)	7,500
Copy/Contact	10,000
PR Writer	8,500
Art Director	7,500

SEEN A GHOST?

For writers, we'll make the world your oyster—even in months without "R".

This week, we have 28 jobs from $6,000 to $35,000. Among the odd ones, we have:

GHOST WRITER to work full time editing a book for a political headliner. to $15,000

TV WRITER to research and write a 39-week science series for a ½-hour show. OPEN

MAIL ORDER expert, who can write page ads in the Post that pull like crazy. to $15,000

ACCOUNT MEN:

Through special arrangement, you may now call Brinks and be driven to our door.

Among our choice AE job openings this week, we have . . .

Cosmetics	$35,000
Foods	20,000
Consumer	20,000
Electronics	14,000
Copy/contact	10,000

So deposit your resume with us, and watch your savings grow.

WHY AREN'T YOU THERE?

We get many calls for media and production people—at all prices. But our files are beginning to look like they've been put on Metrecal. So come on in!

ART IS EVERYTHING

We're looking for a top drawer drawer—if you'll pardon our repetition.

A Chicago agency has $20,000 to invest in a layout man who won't make copywriters sorry they went into advertising.

Scads of other art jobs, too. Come closer and we'll whisper.

RESEARCHERS, ARISE!

The research men are slowly catching on that we love them dearly.

But we need more top research men to fill more top jobs.

Never let it be said that Jack Baxter "No's" researchers. Researchers "No" Jack Baxter.

THE LAST WORD

We're sure that the advertisers who ran ads looking for help here today are checking this spread to see how glorious they looked in print.

And now, they're looking oyer at us. (Or, should we say, overlooking us?)

At the risk of pushing American Tel. & Tel. stock to even greater heights, may we suggest you call DElaware 7-0001?

It's a number with a lot of nothing in it—but it puts you in touch with everything at Advertising's Number One Talent Center.

JACK BAXTER KNOWS ADVERTISING • ADVERTISING KNOWS JACK BAXTER

41 EAST OAK STREET • CHICAGO 11.

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE
and DIVING NEWS

COPY

Leading Delaware Valley Ad Agency seeks highly creative writer with "BIG-TIME" agency experience. Quality earmarks the operation. To $15,000. Send your confidential resume in duplicate to:

ADVERTISING DIVISION
STURM-BURROWS & CO.
Executive Search and
Personnel Placement Specialists
1420 Walnut Street Phila. 2, Pa.

BROADCAST MEDIA MAN

We are looking for a man who knows how to manage a radio—TV station but would rather work and counsel with station owners and managers than be one. This is an inside administrative job with a minimum of travel required. Must be a proven administrator as supervision of others is required. Send complete resume including salary requirement to:

Box 837, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Wanted:
GO-GETTER FOR CREATIVE DIRECT MAIL PLANT

We have been asked to locate the man who can help develop and manage a well equipped direct mail plant located adjacent to the Chicago loop and keep it busy at a profit. Present business is growing, but added stimulus would be welcome. Plant is fully equipped with four presses—the largest of which is a Harris 17½ x 22; offset plate making equipment; cutters; folders; addressing machine; Xerox; etc. This company is well established, amply financed and has creative talent available. The man we are looking for should control a volume of business and be alive enough to make his own opportunities.

Harris, Wilson & Walt, Inc., Advertising
110 N. Wacker Drive
Chicago 6, Illinois
Phone: CEntral 6-6893

SPACE SALES OPPORTUNITY

Rapidly expanding business paper publisher has immediate opening for experienced space salesman in Ohio and surrounding area. Excellent starting salary, bonus arrangement and bright future for aggressive hard-worker. Reply fully in complete confidence.

Box 847, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

TELEVISION ADVERTISING MANAGER

Increased television sales promotion, 1961 budget—3 million, has created a high-level position for a manager with extensive knowledge of television advertising. Responsibilities include purchasing of spot and network time, contract negotiations, ratings analysis, commercial production and coordination with agency. Background should include extensive network station and/or agency experience plus Bachelor's Degree. Only applicants with above background will be considered. Excellent growth potential with toy industry's leading manufacturer and advertiser.

Send resume to Dick O'Brien

MATTEL TOYS
5150 Rosecrans, Hawthorne, California

Promotion And Ad Manager

Mature, experienced promotion and advertising manager wanted for large Midwestern paint manufacturing company. Retail and industrial knowhow required. Supervise copy and art; copy writing ability helpful. Need man with ideas, executive ability. Salary open. Send complete resume and photo. **Iowa Paint Mfg. Co., 8th and Mulberry, Des Moines.**

BIRCH

Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SALES PROMOTION DIR.

Are you a college grad, experienced in all phases of advertising, direct mail and sales promotion tools, and interested in setting up and running a one-man promotion dept. for established expanding N.Y.C. publisher? Must have demonstrated rare combination of creative and artistic talents with ability to organize, budget, handle details and get things done. Salary open. Send resume and a sample of your best work in confidence to publisher.

Box 843, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Advertising manager

A small Chicago manufacturing firm is seeking a local person with industrial advertising experience. It is desirable that he have some agency experience, prior supervisory experience and a college degree.

Salary to $15,000

Reply in confidence giving a detailed record of experience and earnings.
Box AA-677. 125 W. 41 St., N.Y. 36

DIRECTOR OF MERCHANDISING

Starting Salary—

$10,000 to $12,500.00 per year.

Company Car

Travel Expenses

Family Group Insurance— cost shared

Retirement Plan

Large mid-Western brewery seeking a man experienced in devising point-of-sale material and directing its proper use. Activating and guiding continuous merchandising programs thru salesmen. Prefer brewery background. Send resume to:

Box 839, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ASSISTANT ADVERTISING MANAGER

TO $15,000

Exceptional career opportunity with established, successful midwestern company to work on both national and local campaigns and programs. The successful candidate for this position must have agency experience as account executive. He should have a good measure of originality and must be able to express himself concisely and convincingly. He probably will be in his 30's, have a college degree, and experience with consumer products or retail chain. Please send complete resume of background and experience. Confidential handling assured.

Box 842, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Copywriter, look South!

Fast-growing Southern 4-A agency needs a young (25-35) ambitious writer with an agency or newspaper background. Must be versatile—able to create compelling, reason-why copy on a variety of products, for all media. The man we're looking for is a self-starter, an idea man who can develop a single ad or an entire promotion campaign and follow it through. Should know enough about advertising production to work efficiently with art and production departments. Salary open. If you would like to locate in a medium-size, progressive Southern city, away from crowded metropolitan areas, this could be the growth opportunity you've been looking for. Sell us in your reply.

Box 836, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

TOP LEVEL ADVERTISING MARKETING EXECUTIVE

Unusually successful VP, Account of major agency seeks room to grow. Supervisor and Marketing Director Former Ad Director with multi-million dollar budget. Comprehensive knowledge of all phases of advertising and marketing. Age 30's. Will relocate for right opportunity with advertiser or agency. Write:

Box 846, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

GROW WITH ESTABLISHED ADVERTISING AGENCY

If you own a small agency in the Chicago area, are ambitious but lack adequate finances and manpower to profitably service growing accounts, contact us. We are a fully-recognized, well-financed Michigan Ave. advertising agency. Will consider acquisition of agency having annual billing of $100,000 or more. Also will consider services of AE/New Business Man having established billing and wishing to increase earnings. Write us through your lawyer, or direct. All replies confidential. Send details including expected financial arrangement.

Box 845, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:

FOOD-BROKER MARKETING EXECUTIVE. Long established canned foods company seeks man to diagnose market by market the broker, the competitive situation, and prescribe realistically .... to $20M

A E, young, big-agency, big-account petroleum products team. Initially farm, industrial. Lots of growing room, exceptional fringes. Employer pays fee (as many, not all, employers Don works with do) $15M

TV-PRINT WRITER, varied product experience. Major high-standards midwest agency .... to $15M

REGIONAL MARKET RESEARCH MANAGERS. Building material or chemical exposures helpful. Will set up and administer complete research function for a region. Sales-minded $10-13M

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

AGENCY ART DIRECTOR

Tired of commuting? . . . getting home late? . . . living too fast yet not well enough? Well-established $2,000,000-class agency in Northern Indiana offers good salary, excellent family living conditions and good growth potential, with opportunity to work on important national accounts from the outset. Agency experience required.

The man we want has a good background and art training, wide range of interests, and has demonstrated ability to grasp concepts quickly, visualize graphically and dramatically in crisp layouts for varied accounts, and work well with others. He must be stable and responsible; job hoppers will not be considered.

Act promptly. Include photo if available; home phone, references, and a few good samples with your resume. Prompt action and return of your material guaranteed. Your inquiry will be held in confidence.

Box 844, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WANTED
RESEARCH - MARKETING

Long established mid-west agency has immediate opening for a thoroughly experienced research-marketing man. One who is creative in thinking and analytical in judgment. A self-starter who can visualize, plan and present marketing and research studies for a leading food account. We prefer a married man 35 to 45 years of age with agency experience. Agency can offer right man an opportunity to work in pleasant surroundings away from the hub-bub of New York and Chicago. He will participate in bonus, profit sharing trust and many other personal benefits. Salary will be commensurate with experience. Send resume including salary and recent photo. Your confidence will be respected of course.

Box 840, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Our 50th Year

COPYWRITER—must have industrial background	$ 9,000.
ADV. MGR.—mail-order catalog experience essential	15,000.
ASST. EDITOR—Nuclear field excel. oppty. Chi. publisher	8,000.

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

MIDWEST REPRESENTATION

Get effective representation in Chicago mid-west area. Established rep. firm with top consumer and trade experience has time for additional solid publisher.

Box 841, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CONSUMER-PRINT WRITER WANTED

We're looking for a writer with enough experience to pull his load right away —and enough potential to grow along with us. A print background in food and consumer hard goods will help you land a job that includes a profit-sharing plan, retirement fund, life insurance and the opportunity to buy stock. We're a 10-million, 4-A agency. How about you? Tell us all about yourself (including your current base salary) in a letter to:

LARRY O'NEILL
Vice President and Copy Chief
VANSANT, DUGDALE & CO., INC.
15 E. Fayette St., Baltimore 2, Md.

CAN YOU WRITE ABOUT BUSINESS?

National retail business paper wishes regular part time correspondent in all areas. If you know business writing and are on top of your local retail business picture, you'll be right for this job. We'll help with story leads. Knowledge of photography useful. We want you in action by September first at latest. For further details, write:

Box 827, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

COPYWRITER WANTED

Broadly based in writing technical application manuals, promotional literature, trade publication advertising. Knowledge of paints, varnishes, resins, plastics specially desirable. Copy must reflect understanding of specifying and application of these products by architects, painting contractors, building construction and maintenance markets. Permanent and excellent opportunity with prominent Western New York ad agency. Salary open. Air mail detailed resume in confidence to: **H. Earl Close, Comstock & Company, 651 Delaware Ave., Buffalo, N. Y.**

MARKETING RESEARCH ASSOCIATE
GENERAL FOODS CORPORATION

Post Division has immediate opening for individual who will assume direct responsibility for planning, supervision, and analysis of marketing research activities for two of the Division's four lines of consumer products.

The successful applicant will have had approximately 5-10 years experience directing marketing research projects with particular emphasis on consumer package goods.

The permanent office of Post Division's Marketing Department will be located in White Plains, New York.

Please submit resume in confidence indicating salary requirements to:

Mr. Burton Pierce
Employment Manager
General Foods Corporation
250 North Street
White Plains, New York

All qualified applicants considered regardless of race, creed, or national origin.

ANYTIME ANYPLACE WNEW

COVERING THE SUBJECT—*WNEW employs shapely Edie Burke to get its message across to listeners in the New York area. This summer the radio station will give away almost 50,000 towels, bearing the slogan "anytime, anyplace, WNEW," to patrons of the swimming pool at Palisades Amusement Park in nearby Palisades, N.J.*

ONE MAN GANG FOR YOUR ART DEPARTMENT

Presently operating Chicago art studio, and advertising agency—14 years experience in all phases of advertising art qualify this man for a top position on your staff. Can quickly put this background to work for you. Thrives on hard work. Prefers Chicago location.

Box 838, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Hunt, Kinna & Reusche Bows

A new agency, Hunt, Kinna & Reusche, has been formed at 556 Commercial St., San Francisco, by Al Hunt, former free lance artist; Doug Kinna, head of his own agency in Oakland; and Fred Reusche, former free lance graphic designer.

You could probably even sell a USED TENNIS RACKET in the Ad Age Classified Section!

. . . for The Advertising Market Place is sort of a one-big-family meeting place where over 177,000 marketing men get together each Monday to hire, buy and sell. They are alert to unusual situations. Surprising results are scored by these low-cost ads. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name____________________

Street____________________

City__________ **Z**____ **State**__________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Americans Swig 400,000,000 Cups of Coffee Daily

NEW YORK, Aug. 1—Coffee drinkers love that java.

The Pan-American Coffee Bureau reported today that U. S. coffee drinking reached an alltime high in 1960, everybody ten years of age or over drinking an average of 2.97 cups daily.

This added up to a total of more than 400,000,000 cups per day, said the bureau, and continued an average 2.1% increase each year since 1950.

The greatest increase occurred in the home where the percentage was 2.49 cups per day, an 8% rise, and the greatest amount, 1.18 cups, was drunk at breakfast. Westerners average 3.51 cups per day, according to the survey, while midwesterners drank 3.37 cups daily, easterners 2.64, and southerners 2.56 cups. The daily coffee break accounted for 0.62 cups of the day's total.

■ The percentage of heavy drinkers (those who swig five or more cups daily) was 23.3%, up 2.3% over 1959.

People in the 30 to 59 age bracket consumed an average of more than four cups daily; those 20 to 24 years old drank 2.93 cups daily, and those 19 and under drank less than ever before—under one cup a day.

Instant coffee represented 0.64 of the 2.97 cups daily, up from 0.6 cups in 1959 and 0.26 cups in 1953.

Next to coffee, consumed by 74.4% of the ten-years-and-older group, milk was consumed by 53.1%, fruit and vegetable juices by 39.7%, soft drinks by 32.8%, and tea by 24.4%, the survey reported. #

H. D. Lee Names Stetson Advertising Manager

Wesley R. Stetson

Wesley R. Stetson has been appointed advertising manager of H. D. Lee Co., Kansas City, Mo., manufacturer of work clothing, and producer of Leesure and Western Wear. Mr. Stetson was formerly advertising manager of the Daisy Mfg. Co., manufacturer of air rifles and toys. Prior to joining Daisy, he was an industrial illustrator at Ford Motor Co., Detroit, and art director of Holley Carburetor Co., Warren, Mich.

Gov. Brown Vetoes California Outdoor Ad Regulation Bill

Gov. Edmund (Pat) Brown has vetoed a bill regulating outdoor advertising on California highways. Advice to veto came from State Sen. Fred Farr (D., Monterey), one of the co-authors of the bill.

"The bill," said Sen. Farr, "is not adequate in its present state." Gov. Brown was advised to hold up final action on outdoor advertising until completion of a study by state agencies of highway planning.

S.F. Copywriters Elect Shreve

Nelson Shreve, copy department head at Fuller & Smith & Ross, San Francisco, has been elected president of the San Francisco Copywriters' Club. Other new officers are George Sutton, Doremus & Co., vp; and Charles Matheny, McCann-Erickson, secretary-treasurer.

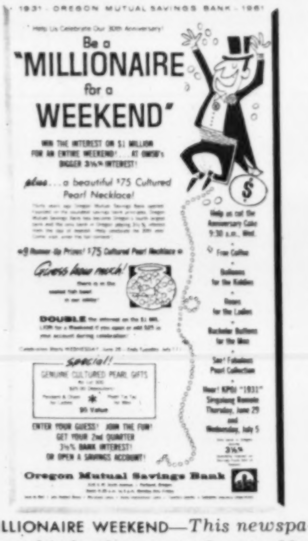
Williams Andersen Carl Vilmure Beasley Gaines Davis
Replogle Heredeen Harris Dickey Greene

NEW SLATE—*Newly elected officers of the Los Angeles Advertising Women's Club are Jean Replogle, J. Walter Thompson Co., recording secretary; Mildred Heredeen, Art Center School, 1st vp; Fran Harris, Harris-Tuchman Productions, president; Nellabelle Dickey, Living for Young Homemakers, 2nd vp; Virginia Greene, E. F. Hutton & Co., assistant treasurer; Betty Jane Williams, Lockheed Aircraft Corp., and Doris Andersen, Petersen Publishing Co., elected to the board; Hazel Carl, Outdoor Advertising Inc., treasurer; Marion Vilmure, Fletcher Richards, Calkins & Holden, outgoing president; Isabel Beasley, Wade Advertising, corresponding secretary; Lois Gaines, Scandinavian Airlines System, and Dee Davis, Miracle Mile Assn., board members.*

Portland, Ore., Bank Offers Interest on $1,000,000 in Contest

PORTLAND, ORE., Aug. 2—A contest with the appeal, "Be a millionaire for a weekend," highlighted a two-week promotion in July by Oregon Mutual Savings Bank.

The contest offered the interest on $1,000,000 for a weekend, figured at the bank's rate of 3½%, to the person who guessed closest the amount of money in coins of various denominations in a sealed glass fishbowl. For contestants who also made a $25 deposit, either in an old account, or in opening a new account, the prize money would be doubled. Nine runners-up and the top winner also received a cultured pearl necklace with a value of $75.



1931 · OREGON MUTUAL SAVINGS BANK · 1961

Be a "MILLIONAIRE for a WEEKEND"

Oregon Mutual Savings Bank

MILLIONAIRE WEEKEND—*This newspaper ad helped promote Oregon Mutual Savings Bank's contest promotion.*

■ The first 300 to enter the contest and make a $25 deposit received a pendant and chain for women and a pearl tie tac for men. When the doors opened the first day of the contest, the bank reported, more than 1,500 persons were waiting to enter the contest. Almost 3,500 persons participated in the contest during the two-week celebration of the bank's 30th anniversary. The winner, guessing the amount in the fish bowl within 46¢, had also made a $25 deposit and so received double the interest or a total of $388.88.

Special radio broadcasts originated from the bank lobby on two days of the promotion. To call attention to the bank's founding in 1931, a 1931 Ford was parked outside the institution each day with signs telling what was going on inside the bank.

The amount that deposits grew was not indicated but "greatly exceeded our highest expectations," W. H. Ragsdale, president, said.

The promotion was planned and handled through the bank's agency, the Portland office of Pacific National Advertising Agency. #

Pacific Travel Drive Set

Pacific Area Travel Assn., San Francisco, has announced a print campaign to run from September through May in 11 magazines. Color page and one column b&w ads will run in *The Atlantic*, *Holiday*, *National Geographic Magazine*, *The New Yorker*, *Saturday Night*, *Saturday Review*, *Sunset Magazine*, *Vogue*, the Canadian edition of *Time*, and the European edition of *Newsweek*. Four-color booklets and sales kits will be used by travel agents.

Les Adams Incorporates

Les Adams Advertising, Orlando, Fla., has incorporated to become Les Adams & Associates. Officers are Les Adams, president; Craig Linton, vp; and Daniel M. Hunter, secretary. In operation 15 months, the agency reports it is now billing over $300,000 with a list of 27 accounts.

Hamilton Boosts Jakusz

J. G. Jakusz has been appointed sales promotion supervisor, professional and institutional products, of Hamilton Mfg. Co., Two Rivers, Wis. Mr. Jakusz was previously supervisor, advertising production.

Bridges Joins Houston Agency

Houston Advertising, Skokie, Ill., has appointed L. L. Bridges creative director, a new post. Mr. Bridges was formerly in the advertising department of Kemper Insurance Co., Chicago.

Advertisers in This Issue

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Minow, Collins Agree FCC Has Right to Use Programming as Renewal Guide

(Continued from Page 1)

meeting of the broadcasters and the FCC commission.

While upholding the FCC's right to probe programming, he attacked the new forms on which radio stations have been asked to log their programming, as creating expensive administrative work for stations that they can ill afford.

He proposed that the FCC commissioners and staff members and a representative group of radio broadcasters meet in mid-September "to exchange freely and frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere."

Newton Minow

Such a meeting he said, would not be a formal hearing of record but, "should involve the proposal of the commission to modify its application form and logging requirements."

■ Stressing the FCC's new get-tough policy, Chairman Minow told lawyers and broadcasters at the meeting that whereas, in the past, the commission has "granted renewals even though there had been a substantial failure to live up to the programming representation, where the applicant 'up graded' his proposals and gave reliable assurances that these new proposals would be carried out," this will no longer be the case.

"We have put our licensees on notice [on July 13, 1961] that 'proposals vs. actual operation' is of vital concern to the commission, that licensees are not entitled to one or any license period where they do not have to make a good-faith effort to deliver on their public service proposals, and that if they have not been endeavoring in good faith to discharge their representations, they should take *immediate* steps to do so."

As part of his talk, Chairman Minow passed out to the audience copies of a 76-page "brief" in which all sections of the Communications Act, court decisions, and excerpts of congressional hearings relevant to freedom of speech are cited in support of the FCC's authority with respect to the programming of radio and tv stations.

Collins Backs Up FCC

■ LeRoy Collins, in backing up the FCC on the programming issue, said: "The FCC may not substitute its taste and judgment of programming for that of a licensee. But, at the same time, we should not expect the FCC to close its eyes to abuses in programming reflecting a gross lack of qualifications to enjoy the license privileges.

"Furthermore, the FCC should be expected to hold every licensee accountable for good-faith efforts to serve the public interest in accordance with the representations which he made in his application for original or renewal license.

"This has long been the NAB position."

Like Chairman Minow and other critics of current tv programming, Mr. Collins charged that "slavish addition" to ratings has curtailed creativity in the industry.

"There are broadcasters also who pull down the shade and refuse to benefit from constructive criticism, blandly attributing it to calculated competitive efforts of others in the advertising business or to 'crackpots' or to small groups of 'eggheads' with limited tastes.

"The advertising cost-per-thousand concept, rigidly embraced, encourages mediocrity, just as program-copying makes for dull conformity and serious curtailment of the diversity distinctive to a free society," he said.

■ He went on to assert that the broadcasters themselves "are not marking time, content in a pasture of defensiveness," but are pushing forward to improve. "We do not want improvement forced upon us by the government or by our critics," he declared.

Mr. Collins went on to outline a program currently being launched by the NAB:

"Our NAB board of directors recently approved the development of a plan for the establishment of a research and training center, in association with one of our leading universities, where we can explore the myriad problems broadcasters encounter from day to day and find intelligent, dependable answers.

"This will be a place not only to which we may go for advanced research on the basic issues of broadcasting, but also at which we will conduct training programs for broadcasters in a wide variety of fields.

■ "Toward greater assurance for the maintenance of high standards of ethics and quality of product, NAB is expanding greatly the scope and effectiveness of its radio and television codes. We are developing a unified code authority, under a director of outstanding competence, who will give leadership and strength to advancing further the profession's standards of good practice.

"These are giant new steps to advance freedom through responsibility," he said.

NAB Asks Fewer Licenses

■ The NAB president went on to make one concrete proposal for the improvement of broadcast programming: Fewer station licenses.

"In many areas of the nation, the FCC has licensed entirely too many operators—far more than the available advertising revenue can with reason adequately support," he said.

What happens, he added, is that, under competitive pressure, charges for advertising go down "to ridiculously low rates" and then stations scramble to sell enough extra spots to offset the low rate and produce enough gross revenue to keep the station going. And this, in turn, he said, leads to less time and effort devoted to public affairs programming desired by the FCC.

■ "In the case of radio," he said, "I feel the responsibility for the over-population of licensees is that of the FCC.

"I could not be in more disagreement with Chairman Minow, who has said he feels the road to better programming in broadcasting lies through additional stations on the air and additional competition.

"If he will check, I believe he will find that where there is a reasonable number of radio licenses in a market, the services are generally superior. . . Increasing competition beyond the reasonable-support potential in any community does not produce better programming or better broadcasting. In fact, experience shows the very opposite to be true.

LeRoy Collins

"I hope that this lesson, so painfully learned too late in radio, will be heeded in television while there is time . . .

"There is great merit in the development of a serious study by the FCC seeking answers to the complex economic questions now plaguing so many of our radio operators, and the regulatory and service handicaps arising therefrom. In this, NAB would be glad to join," he concluded.

Pierson Decries Controls

■ Many of the speakers at the symposium, in weighing government's responsibility in broadcasting, zeroed in on the question of whether FCC's concern with the quality of programming constituted censorship.

W. Theodore Pierson, of the law firm of Pierson, Ball & Dowd, Washington, a specialist in the communications field, disagreed with both Messrs. Minow and Collins on the question.

Admitting that he himself found most current tv programming not to his taste, he went on to decry the dangers to the rights of all U.S. citizens if any kind of control is imposed on broadcasting. And he directly challenged Chairman Minow's assertion that FCC's concern with programming does not constitute censorship.

■ He pointed out that in his speech before the NAB last spring, the FCC chairman made it clear what programs he approves and disapproves, and coupled this with a threat that he intended to enforce his tastes on the broadcasters via the licensing power of the commission.

"This, in my opinion, is a prior restraint upon broadcast communications. It is censorship and it violates the First Amendment," he said.

"Did Chairman Minow mean that refusing to permit applicants to broadcast is not a suppression of what they propose to broadcast?

"Perhaps it could be said that the chairman did not intend to cause broadcasters to conform to his taste. But his speech had no professed or discernible purpose but to reform television programming after his pattern . . . The widespread changes in television programming that will result from his efforts must surely have been intended by him. His perspicacity is demonstrably too great to conclude otherwise . . .

■ "I submit that, if the commission pursues the Minow plan for program reform, it will be the direct cause of the suppression of many programs and the release of others that would not otherwise have reached your television screen, all tending to be stereotyped after the Minow pattern . . . I personally would like it better than present fare. But what price do I pay for receiving the Minow format for the period that he holds sway?" Mr. Pierson asked.

"It seems to me that the price is my concession that the chairman and his fellow members at any time have the right and the power to set and enforce the format and structure of television program schedules—what they do to please me today can be undone tomorrow. They can prohibit violence today and editorials tomorrow—as they have prohibited editorials in the past.

"More bluntly, the price I pay is acceptance of a high degree of centralized governmental control of television fare. Still more bluntly, it is censorship."

■ He went on to assert that Chairman Minow's proposal violates the First Amendment, and concluded resoundingly with the statement: "I believe the course upon which he has embarked is illegal, unconstitutional and violates basic principles upon which our American society has been built."

Mr. Pierson said that the way to diversify and improve the programming should be through an increase in the number of stations sharing the airwaves. "As stations increase, the majority audience must be shared by more stations and the point is ultimately reached where a station's small share of a majority audience can be less rewarding than a large share of a minority audience."

■ He then turned from Chairman Minow to the NAB, declaring that "attempts to achieve standardization of public tastes and broadcasters' response through centralized control by the NAB is only somewhat better than censorship by the commission. Each seeks the concentration of control over programming and the standardization of tastes that is anathema to diversity and liberty. NAB is more acceptable because it lacks the coercive power of government, and there is always the probability that there will be some nonconformists in the industry."

■ Louis L. Jaffe, Harvard University law professor, sided with Mr. Pierson in opposing government interference in broadcasting.

Prof. Jaffe argued that while government has a responsibility to maintain and advance the country's culture—sometimes directly, as in education, and sometimes indirectly, by the creation of favorable conditions, and by financial and moral encouragement—"official direction of culture tends toward the academic, the safe, the thrice tried, the inoffensive, the mediocre; it is the herald of the certificate of sterility."

■ Roscoe Barrow, dean of the University of Cincinnati college of law described the way in which television programming is affected by non-governmental influences—such as advertisers and agencies and special pressure groups—and reviewed the various proposals which have been made for the improvement of tv programming. However, his talk was confined to offering a "background" for the discussions at the symposium, presenting no conclusions of his own because of his function as a consultant to the FCC.

Separate Fact, Fancy: Cone

■ Fairfax M. Cone of Foote, Cone & Belding denied the critics' charge that advertisers and agencies are responsible for the "vast wasteland of television."

"The fact is that the networks and the stations are wholly responsible for everything that appears on television except the commercials, and even these must have their approval before they can be broadcast," he said.

Fairfax Cone

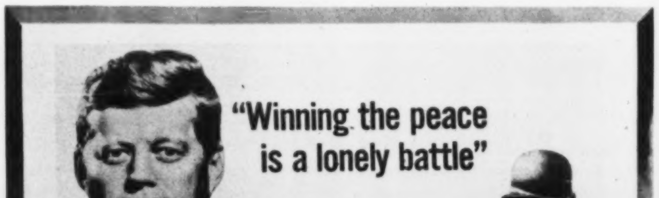
Mr. Cone declared himself on the side of those critics who condemn excessive violence and sex on tv shows and tawdry, tiresome and noisy commercials—"the huge majority of which are local merchants' and dealers' commercials"—but he objected to generalizations that are made about the medium, and the inferences and innuendoes.

■ He said that the notion spread about by some—he cited Georgie Jessel's testimony at recent FCC hearings as reported by *Time*—that television audience research is pure humbug is absurd.

He also called Worthington Miner's testimony to the FCC committee that "sponsors *often* insist on contracts specifying a *minimum* number of killings or shootings per program" a fantastic accusation. "I have no doubt at all that sponsors have talked about a *maximum* number of killings. But even this would not become part of a contract. Mr. Miner made a statement he couldn't possibly prove.

"These things are part of the folklore of television criticism," he said. "Some are based on facts of long ago. More are based on hearsay, without any facts.

"What I hope this meeting will do is separate the two." #



JFK BOOSTS USO—*About 3,000 outdoor posters will carry President John F. Kennedy's plea for public support of USO's 1961 fund drive during August. Sponsored by the Advertising Council, the campaign was prepared by Benton & Bowles, the volunteer agency.*

'Shoppers Reward' to Bow with 7,000,000 Copies

Shoppers Reward, new coupon-merchandising monthly to be distributed free in supermarkets (AA, July 17), will bow Oct. 1 with 7,000,000 copies, not 1,000,000 copies as previously reported.

Tough to Get Good Ads Okayed: Burnett

Ranney Carroll Beem Nowels Colin Chodorkoff Jamieson

THREE-YEAR CLUB—*These admen and adwomen, who have attended three of the four annual Summer Workshops on Creativity in Advertising sponsored by Advertising Age, are John Ranney, Ranney-Davis Wholesale Grocers; John Carroll, Consumers Cooperative Assn.; Paul Beem and Eugene Colin, W. E. Long Co.; Martha Nowels, Nowels Advertising; Sy Chodorkoff, DWG Cigar Corp.; and Doug Jamieson, Quaker Oats Co.*

(Continued from Page 1)

wants one like it."

• **The Myopic.** "He lives and breathes the climate of the factory and has an incurable case of Management Myopia. When there's a label change, it is the most important thing since jet air travel, and he is convinced that the new label is worth a concentrated advertising campaign.

"The size, weight and shape of the container is, he believes, endlessly fascinating to the general public, and he's sure that the methods of manufacture fully described constitute irrefutable proof that this product is superior. Show him an imaginative ad and he tells you he doesn't want to win awards, he wants to sell the product. Generally arguing with this kind of adman is as successful as kicking a cobra in the teeth with the fleshy part of the leg."

• **The Statistician.** "If he cans six kinds of spinach, he wants people to know he cans six kinds of spinach—and never mind the appetite appeal. If his product comes in 15 different colors, he wants to show all 15 colors in the ad and mention that he is 'America's leading manufacturer of.' He is aware that it isn't a good ad—'but the trade will like it'."

• **The Great Compromiser.** "He deplores the lack of creativity in today's advertising. He is an avid reader of all columns which criticize and applaud advertising, and agrees with everything and everybody on print.

"He wants something different. When you show him something different, he likes it—and wants only a few changes: A larger logo; illustrations of four products instead of only one; an extra paragraph with 'sales points'; a plug for a traffic-building offer; a slight squeeze of the space to make room for mention of a new product he wants to introduce but can't afford to advertise alone; and a nice big, brightly colored patch with 'new' in reverse.

"In spite of his help, the ads he influences never seem to satisfy either him or the critical columnists, and he is always ready to say that the writers and art directors aren't creative."

▪ Mr. Burnett had high praise for the "creative professional," and added that the ad field needs more of this kind of man. "First of all, he really believes in advertising," Mr. Burnett said. "He respects the product, the customers, the competition and the agency. He does not approach an ad with pen or pencil poised in his hand for changes.

"He is an inspired realist, with an objective understanding of what the product can and cannot do; he has a sense of proportion—a sense of the relative importance of his product in the lives of people and a sense of what interests them. He has a genuine appetite for ideas, and never stops looking for the best way to reach the customers.

"He approaches new techniques with an inquisitive and critical mind, neither resisting them because they are untried, nor fighting for them because they are fashionable. He draws on past experience in advertising for what it can teach him, recognizing that the present may have changed the problem. He uses research as a servant, not a master.

▪ "He operates without prejudice, and is amenable to either hard sell or soft sell, long copy or short, photography or art work, human interest or product news—as long as it achieves the main objective, which is selling communications.

"After the budget is settled on, the media schedule worked out, the contract signed, etc.—there is something in his makeup which tells him that this is the time to stop thinking in terms of cost-per-thousand ratios, tv ratings, space deals, etc., and to exercise creative judgment when reviewing, okaying, revising or rejecting an ad or campaign," Mr. Burnett said.

"He's willing to try something that might be great rather than plod along with something sure to be safe. He knows that the best copywriter in the world is no better than a client, or the head of the agency, lets him be. He realizes that the final okay takes a lonely kind of courage, and he has the judgment and guts to exercise it."

▪ Mr. Burnett told his audience a story about a 1932 ad for Plymouth cars which carried the controversial headline, "Look at all three." The now-famous ad was prepared by the late J. Sterling Getchell and Jack Tarleton, now a vp of the Burnett agency. After being rejected by some Chrysler executives, the ad mistakenly found its way into the hands of Walter P. Chrysler, president of Chrysler Corp., who liked the ad and ordered it run.

"That one ad (which many refer to today as a 'campaign') put Plymouth into the big time literally overnight," Mr. Burnett said. "These ads were simply the creation of two enthusiastic, talented young men with a good sense of timing, but the real greatness in the whole deal was Walter P. Chrysler's. He was gambling for big stakes and had the courage to back his judgment with an O.K. in spite of opposition in his own camp. He was right. His gamble paid off."

Leo Burnett Offers Ten Commandments

CHICAGO, Aug. 2—Following are the "ten commandments" delivered today by Leo Burnett, board chairman of Leo Burnett Co., at the fourth annual Summer Workshop on Creativity in Advertising:

1. Thou shalt not close thy mind to the different, the fresh, the unexpected.
2. Thou shalt not follow where thou can lead.
3. Thou shalt not advertise to thyself.
4. Thou shalt honor thy public's intelligence.
5. Thou shalt not belittle thy competitor.
6. Thou shalt not adulter the truth.
7. Thou shalt not rob the words of their warmth.
8. Thou shalt not deprive the pictures of their magic or the music of its lilt.
9. Thou shalt not worship thy sacred cows.
10. Thou shalt not covet thy competitor's advertising.

▪ Mr. Burnett then proceeded to rip into people in the ad field who don't really believe in advertising. "They become so immersed in case lots, shelf space, sales curves, go-in deals and advertising allowances that the ad itself is lost in the shuffle. This leads to a set of Univac standards and a lowering of vision that just naturally makes ads artificial, weak and economically unsound."

The agency executive also took a crack at lawyers, accusing them of sterilizing advertising. "Agency and client, together, must constantly shoot for honesty, truth and clarity in ads. But too often young lawyers seem to make it their mission to so qualify and sterilize copy that it loses its birthright. Their object, apparently, is to be so correct that 'the front office won't get even one crank letter from this one'."

Although Mr. Burnett has long been recognized as one of the top creative men in advertising, he lashed out at the coddling of creative people.

"We have among us certain crybaby creative men, loud in their search for a 'creative man's agency,' loud in whimperings for 'creative freedom.' What they are really asking for, of course, is coddling, a permissiveness to produce any and all of their own ideas, regardless of merit.

▪ "These people are really not interested in effective advertising, but in ego gratification. All of us need some of that, of course. But it seems to me maturity in advertising can only begin when we are reconciled to a useful anonymity and when we welcome constructive collaboration to contributing to the best of all possible jobs. Personal satisfaction, I believe, must come in a day-to-day feeling that one has earned his pay.

"The protection of creative people against the realities of our business is, I believe, another reason why we have so much tired and ineffective advertising. These creative people by their withdrawal from reality have forced the responsibility for making the decisions on the clients and account executives—the very situation they decry."

Harper's Tinker Experiment

▪ Marion Harper Jr., president of Interpublic Inc., devoted the major portion of his workshop talk to the success of a creative experiment by his agency—the establishment of Jack Tinker & Partners. Mr. Tinker and three other top creative people of the agency maintain offices outside of the agency and spend all of their time in developing creative projects for Interpublic's clients.

"Now, taking some of the top people out of the mainstream of your business may not sound too revolutionary—but the results, in fact, are," Mr. Harper said. "For what's happening at Jack Tinker's is that four creative people at the height of their careers are working at things they do best; and under their own and each other's stimulation, they're working at top intensity.

"It is a curious thing in the agency business that so often the more creative people of the agency are weaned away from their professional first love and more into administration. Of course, a creative person may also be a good administrator, but why divert him from creative work? Why not look for career administrators? There seems no good reason—yet the tradition of the business has been to award laurels for creative excellence through titles of general manager or director or president. It's always struck me like rewarding as outstanding treasurer with a Pulitzer Prize.

▪ "Instead of managerial titles," Mr. Harper said, "the career reward and recognition of a member of Jack Tinker & Partners is to give him shelter from the blizzard of memos, the tyranny of phones, and the turntable of formal meetings—which is the nature of so much of modern business.

"Basically, it's liberation to allow a higher level of concentration—and in our harried world this has some of the rewards of Nirvana. It means more time spent in privacy, as well as more time in association with just the people who can contribute best to what you're doing.

"To me, one of the fascinating things about Jack Tinker & Partners is the effect of each partner on the others. This in itself was an experiment—to take people who, in different degrees, are volatile, inquiring, opinionated, sensitive, puckish, sage, fanatical, casual—to take these people and put them closer together.

"It could have spelled the end of some beautiful friendships. The mixture just seems to have been a kind of adrenalin—an adrenalin that works on what they have most in common, an ability to think. In each other's company they've found a better environment for thinking."

▪ Turning to financial matters, Mr. Harper asserted that "more effective advertising is needed to help raise the profit curve of American business. In the past six years," he said, "the economy has grown by more than 25%, but the volume of after-tax profits has remained almost stationary.

"We all have clients, I know, who've felt this pressure on profits. Unfortunately, the one expenditure which carries the greatest burden of proof as a maker rather than a reducer of profit is the advertising budget.

"Generally, we are not now called upon to put up as desperate a defense of advertising as in times past—but it's still a harsh fact of business that advertising is an easy casualty to declining profits or a downturn in business. The best answer is in advertising performance. In looking for something to cut, managements are not likely to turn automatically to advertising if it has been doing a demonstrably good job."

▪ Mr. Harper called for a crackdown on bad advertising, and he urged the advertising field to take the offensive in bringing the values of advertising to the general public.

"It's no secret that the public, especially a thought-leader segment of the public, regards certain advertising as offensive," Mr. Harper said. "Most of us and our families also find certain advertising offensive. We may react to these attitudes by saying that 'taste is all relative; some people may not like particular ads or commercials but other people don't mind them, and besides they're helping sales.

"But that's hardly a solution. The fact is that certain advertising is hurting the reputation of all advertising; in fact, it makes such a strong bad impression that no institutional program in behalf of the advertising industry—stressing its contribution to the economy and to living standards—could possibly cancel its harmful effect.

▪ "Isn't the problem then, first, to identify advertising that viewers and readers regard as offensive? This would mean no more than applying the attitude research that we use every day in other phases of advertising and marketing.

"The second task," Mr. Harper said, "would be to get rid of the worst of the offensive category—say the bottom 5%. We might do this on a monthly or quarterly basis, with the result that there would be a continuous check and we could thereby keep up with changes in the public's consensus of taste and ethics. We might also see a continuous upgrading in standards.

"This procedure would not be any overhauling of present practice; it would simply be placing a taboo on the worst of the worst—a minute fraction of advertising output. It would amount to a very modest restraint in the preparation of advertising, and it should hardly cramp our creative style. Or at least it would be confessing that we're not very creative if our advertising can't persuade without going off-limits in what the public thinks is offensive.

"It's the understatement of the century to say any effort in this area isn't easy—either to organize or to do. But I think that this, or some better procedure, might do advertising more good than any other single thing," Mr. Harper said. #

The Aim of LIFE

In the past few weeks, you'd have seen some changes in LIFE . . . changes we hope will make LIFE more meaningful and enjoyable for you, the reader.

One change you might have noticed at once: the familiar red "cover band" is gone. And as you went through the new issues, you would also find several changes in type face and page layout.

These are meant, of course, to quicken and sharpen communication between printed page and reader's eye.

There are also new groupings of editorial and advertising pages . . . the purpose here being to give more clarity to the pattern of the magazine, and more space to LIFE's major stories.

* * * *

We seek to strengthen LIFE's graphic presentation for one simple reason: we believe LIFE has increasingly important work to do.

Just a year ago this week, LIFE began a series of articles on "The National Purpose" of the United States. Twelve eminent Americans—including both candidates for the presidency—wrote in LIFE what Americans must do to help our nation make the most of its greatness. Their reflections were diverse and far ranging.

One of LIFE's authors, General David Sarnoff, urged that the nation's prime purpose should be the winning of the Cold War.

Another writer, John Gardner, president of the Carnegie Corporation, struck still another theme:

> "The men who founded this nation," he wrofe, "knew that in a world largely hostile to the ideas of freedom, a free society would have to prove that it is capable of, and worthy of, survival. The requirement is unchanged today. Free societies must prove . . . their vigor. . . . Above all, they must prove their capacity *to achieve excellence*."

And America seemed to agree. Now that the returns are in and the consensus analyzed, it is apparent to the editors of LIFE that the national goals of our country can be stated in these two propositions:

1) Win the Cold War.
2) Create a better America.

Can a magazine presume to say that it will help win the Cold War, help create a better America? It cannot presume otherwise. Listen to President Kennedy:

"The great organizations of communication . . . in this country have an obligation and a responsibility unequaled in our national life, and basic to our national future."

In its first 25 years LIFE has dedicated itself to enlarging communication among the American people through the revealing power of picture journalism.

Not only was the idea of telling a news story in pictures quite new in 1936 but journalism was the prisoner of professional superstitions. Many of the most significant concerns of human life were things a mass magazine simply wasn't supposed to talk about. For instance: Art—too highbrow; Religion—too controversial; History—too dull; Science—too complicated. These subjects were to be seen or discussed only in the limited-circulation special-interest publications.

Today LIFE is an outstanding reporter on all these subjects and, week after week, brings beauty and knowledge and understanding to receptive millions of Americans.

In so doing, LIFE has developed a reservoir of experience and technique in the graphic arts of photojournalism which no other publication can draw upon. It has created the world's best staff of photographers, reporters and correspondents, deployed in every important news center of the world. It has devised a production schedule unmatched for speed and geared to the swift interpretation of current events while they are still current.

* * * *

Thus the first 25 years of LIFE.

For the next 25 years, therefore, what better dedication could there be for LIFE than the fulfillment of National Purpose and the pursuit of excellence in our American civilization?

So, for the next 25 years, it is the aim of LIFE to be these things:

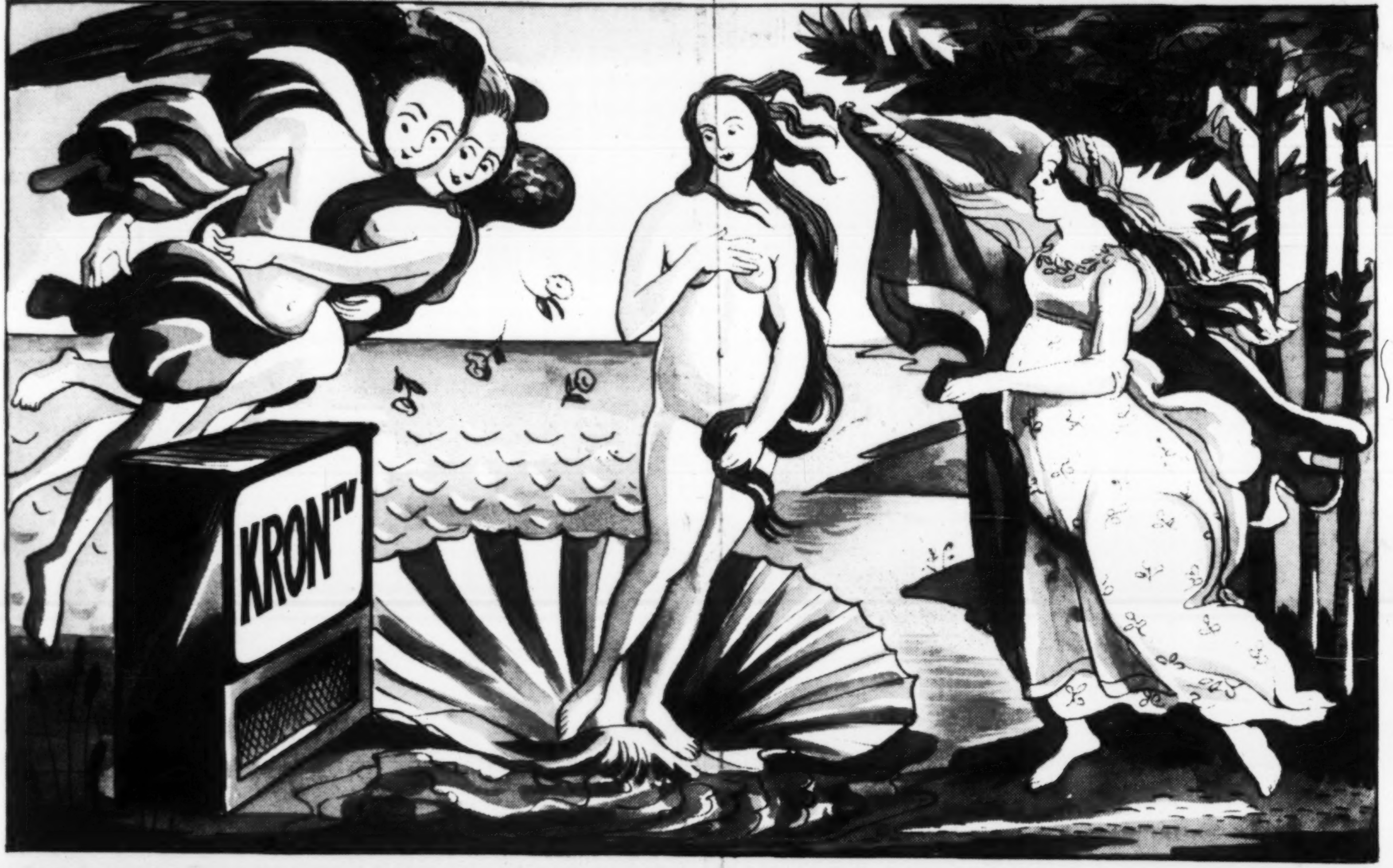
A great magazine of Events and Politics.
A great magazine of History.
A great magazine of Religion.
A great magazine of Science and Nature.
A great magazine of the Fine and Lively Arts.
A great magazine of Sport and Adventure.
A great magazine of Better Living.

In all these things LIFE dedicates itself to being a lively instrument of the National Purpose, to helping the people of America recognize their deepest aspirations and work unceasingly toward that fulfillment.

C. D. Jackson, *Publisher*

LIFE

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV has the
#1 local news program
#1 network news program
ARB, May, 1961

• S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE